

NOVEMBER 1912

The ROTARIAN



NEW YORK NUMBER



DESIGNED AND EXECUTED
BY

THE ENOS & WATKINS COMPANY

MAKERS OF LIGHTING FIXTURES

ANTIQUE FURNITURE

FIRE PLACE FITTINGS

36 & 38 WEST 37th ST., NEW YORK CITY

MEMBERS NEW YORK ROTARY CLUB

NEWMASTIC

An elastic, resilient material for replacing air in pneumatic tires.

Rides Like Air
Doubles the Life of a Casing

OUR GUARANTEE

1. If you are not absolutely satisfied after thirty days, we will remove the filled inner tubes and refund the price paid for the filling.
2. NEWMASTIC will last until there is a hole clear through the casing large enough to open and close as the wheel goes round.
3. NEWMASTIC will never harden with age or cold.

Newmastic is the pioneer tire filler. We have been filling tires in New York City for nearly seven years and our business more than doubled last year. 90 per cent of our business comes from old customers.

This ad is to let Brother Rotarians know that there is one absolutely reliable and satisfactory tire filler. If you are interested write for booklet and sample.

NEWMASTIC COMPANY

ORREL A. PARKER, President

149 West 68th Street

- - - - New York City

(Formerly President of Rotary Club of New York)

about linens

The only mills in the United States fully equipped to convert raw flax into finished linen are THE OXFORD LINEN MILLS of North Brookfield, Massachusetts.

Our \$800,000 plant is modern and complete in every detail. We produce linens the equal of any in the world.

We beat the price of imported towels, table linens and dress goods.

We have exploded the "bubble" of bleaching. We beat Ireland at her own game.

Our departments are each supervised by Irishmen of long experience in linen making. Many of our other employees worked for years in the linen mills of Ireland.

Our operatives work and live under most ideal conditions.

Many of the best retailers now sell our towels, table linens and fabrics with the utmost satisfaction to their trade, and with big profit to themselves.

You can get our goods when you want them.

Oxford Linen means LINEN. Our colored fabrics are dyed in the yarn ---and guaranteed as represented. We also make "Union" towels and real ramie fabrics.

Every retailer should get acquainted with our goods, our prices, our deliveries and our general service.

Send for sample towels, table linen, fabrics and price list.

The Oxford Linen Mills

Makers of Towels, Table Linens and Dress Linens

North Brookfield, Mass.

The Rotarian

Chesley R. Perry, Editor and Business Manager

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V. CLEMENT JENKINS
President New York Rotary Club

The Rotarian

Official Organ of the International Association of Rotary Clubs

Vol. III

NOVEMBER, 1912

No. 3

An Address of Welcome to All Visiting Rotarians

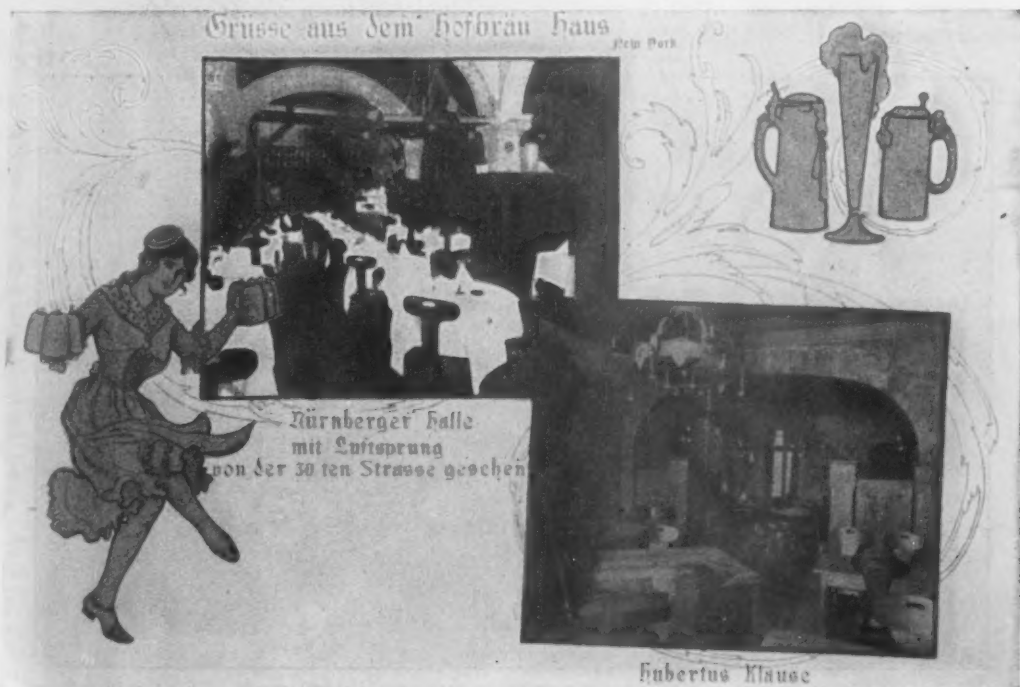
By V. Clement Jenkins

President of the New York Rotary Club

EACH and every Rotarian in New York extends his right hand of fraternity, welcome and service to every Rotarian visiting New York.

Our dinners are held on the second Thursday evening of every month at 6:30 p. m., with the exception of July and August. By calling upon Secretary Eugene G. MacCan, he will tell you where we are going to have our next dinner.

We do not have our monthly dinners in the same place each time, as New York is blessed with so many good hotels and restaurants, we try a different one every month and enjoy the variety; so it is always necessary to communicate with our secretary, in order to know where our next dinner will be held. A place at the table and a hearty welcome is always waiting you.



INTERIOR HOFBRAU HAUS

Our luncheons are held every Thursday at 1 p. m. sharp in the Rotarian Restaurant, The Hofbrau Haus, situated at Broadway and Thirtieth street, owned by our Rotarian Restaurateur, Mr. August Janssen, where all Rotarians and their friends are invited and welcomed.

The Hofbrau Haus is one of the most unique restaurants in the world and a trip to New York without dining or lunching there is not complete. Each *salle-a-mange* is more unusual than the other, all of them embodying the typical features of the dining halls of Heidelberg and other famous university towns of Europe. When dining in this famous place, one feels carried back to centuries long past and imbibes the spirit of medieval times, sitting amidst the implements and armor of warfare of centuries ago.

This is the only place where one can drink the famous brews of the Royal breweries of Germany and enjoy dishes unique in name and delicious in flavor.

The Hotel Imperial, the Rotary Hotel, is in the heart of New York, corner of Broadway and 32nd street, only one block from the New Pennsylvania Terminal and situated at the point of intersection of all surface, elevated and subway transportation lines.

As you can see, the Hotel Imperial is ideally situated, it is within easy walking

distance of the new wholesale business district, therefor convenient for visiting business men. It is also in the heart of the new retail shopping district, where all Rotarians' wives and families need go but a step to visit all the leading emporiums of New York, where they can view and purchase the fashions of the moment.

Strolling out after dinner, one finds oneself in the center of the theatre district, with so many good attractions constantly before the public, one would be obliged to live here many months, going to a different play each night, to be able to say one had visited them all.

All the Museums and other places of interest are easily reached by lines of transportation passing the hotel—so it would be difficult to find one more centrally located than the Imperial. As the Rotary Restaurant is noted for its uniqueness of cuisine—so is the Imperial Hotel noted for the perfection of its service.

All Rotarians visiting New York will be given a hearty welcome and the best of service by our hospitable Rotarian, Mr. Copeland Townsend, manager of the Hotel Imperial.

The officers and members stand ready to be of service and make the stay enjoyable for all visiting Rotarians.

The latchstring is hanging out.
COME.



HOTEL IMPERIAL
The Rotary Hotel of New York City

The Lesson of New York City

By James D. Kenyon

FIFTY years ago Twenty-third Street in New York City was in the country and apparently beyond the possible confines of the extension of the business part of the city.

Fifty years ago there were no bridges across the East River.

Fifty years ago about the only means of transportation was by horse and wagon.

Fifty years ago a six-story building was a marvel.

Fifty years ago there were only 813,669 people living in New York City.



J. D. KENYON

Vice-President New York Rotary Club

Today New York City has a population of 4,766,884. Today the city is filled with the whirl and hum and rattle of our electric street car lines, our elevated railroads. And if you were to put your ear to the ground you would hear the roar of the swiftly moving subway trains.

Today the East River is spanned by a number of the most wonderful bridges in the world. Today you do not even have to depend upon the bridges. You can go under the river through the tunnels. Today Twenty-third Street is in the very center of the business activity of New York. Today a six-story building is getting to be a curiosity.

One of the most impressive sights that man can feast his eyes upon is a view from the harbor as he looks upon the great towering skyscrapers that are so thickly filling in the setting of this wonderful Island of Manhattan.

A few years ago it was the wonder of the world when the twenty-story skyscraper shot its way up into the sky. In a short time others went up several stories higher, until five years ago the Singer Building shot its tower into the sky for forty-one stories, to a height of 612 feet.

It was thought that the limit of man's possibilities in the putting up of a building had been reached. But lo and behold, it had no more than been completed until plans were started for one which would reach still higher up into the clouds. And almost before one was aware of it, the great Metropolitan Tower looked down upon its tallest competitor. Here again it was thought that man had reached the apex of his limitation. But today we are about to see the completion of that wonderful Woolworth Building, which towers into the air for 750 feet and has to its credit fifty-five stories.

Travel almost anywhere for fifty miles around and you will find that the farms have been converted into little cities of their own, making them part of this great commercial center. Acres have been converted into lots, lots have been converted into blocks, with homes. And still the arms of the people are reaching out further and further and accomplishing more and more.

It would keep one traveling almost constantly over the city of New York to begin to realize the wonderful change and development that is taking place all the

POGSON, PELOUBET & CO.
CERTIFIED PUBLIC ACCOUNTANTS
42 BROADWAY - NEW YORK

ALSO AT: CHICAGO, ST. LOUIS, BUTTE, SAN FRANCISCO

REPRESENTED IN EUROPE BY LONDON AGENTS

A. H. POGSON, Member Rotary Club of New York

time. A towering skyscraper is completed right around the block before you know it. Whole streets change their appearance in a few months.

What is the dominant note of all this? It seems to me that it is the spirit of achievement, the great universal force of growth, of accomplishment, of unfolding. Here, as perhaps nowhere else in the world, will man get so many object lessons of the unlimited possibilities of man. He looks upon things of stupendous importance, of tremendous achievement, and he cannot help but catch the spirit of unrest that results from this great cauldron of human activity.

This spirit manifests itself in two distinctive ways, one of which is that the mass of people do not seem to have caught the lesson that through one's own development comes opportunity. But they do catch the excitement, and get into the habit of living a life of false stimulation, a life of entertainment, a life of superficiality. They lose sight of the home life. They become imbued with the necessity of constant entertainment; therefore there is little time for reflection, for study, for self development.

On the other hand, there are many who have caught the highest meaning of the working out of this great force, and they see opportunity, they make ready for opportunity. They are imbued with the desire of achievement, and they are snatched up by this great composite force and are made of value in the accomplishment of great things.

Nowhere in the world, perhaps, is there such a demand for men and women who can think and do things beyond the commonplace—who can think for themselves—and plan; who can dream dreams and seek the methods to make the dreams come true.

Here in New York we find the executive offices of most of our large corporations of the nation, and the chief cry of these executives is for men of large calibre to fit into positions of importance.

New York is at once the greatest center of efficiency and inefficiency in the world. The greatest efficiency lies among those in the highest positions. The greatest inefficiency exists in the ranks.

New York concerns are largely manned by Western men—men who have early in life realized the importance and value of

Harlem Storage Warehouse Co.

211-213 East 100th Street

NEW YORK CITY

Consign Household Goods to us.
You will get ROTARY attention.

STORAGE - MOVING - SHIPPING

W. C. GILBERT, President

Treas. N. Y. ROTARY CLUB



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Director



CLARENCE W. BRAZER
Director



HENRY NORMAN DAMBMANN
Director



WALTER C. GILBERT
Treasurer

OFFICERS OF ROTARY CLUB OF NEW YORK

hard work, of discipline, of development; who have caught the real spirit of achievement, who have the desire to excel. Here they are given the tools to work with and the encouragement of the business geniuses of the world and rewards greater than were ever dreamed of in the history of the world heretofore.

Yes, the message of New York that seems to come to one as he gazes and

wonders at the skyline of the gigantic skyscrapers is: "Come ye who can think and do. Here is work for you, and here is opportunity to build a monument greater than has ever been achieved by man. Your only limitation is that which you place on yourself."

And if these towers could cry out the great need of this city it would be—"Wanted—MEN!"

The New York Rotary Club and Its Problems

By V. Clement Jenkins

President of Rotary Club of New York City

WHETHER he live near or far away from this, the greatest metropolis on the Western Continent, I venture to say there is not a man, who at some time, does not plan to visit New York.

This is the second greatest city in the world and at its present rate of development, it will shortly be the largest and most populous. From all corners of the world ambitious and talented men come to make it their dwelling place and the scene of their activities.

With these thoughts in mind I may say that the Rotary Club of New York ought to have the strongest and most efficient club in existence in the world today. Many ask, "Why is it so far behind in membership in comparison with Rotary Clubs in other cities?" One answer to this question is that New York is the busiest city in all the world. It is unquestionably true that the New York business men have more and different demands made upon their time and pocketbooks than the inhabitants of any other city in the United States, hence it is that Rotarianism meets with practical difficulties that do not exist elsewhere.

The Rotary Club of New York has had to pass through a series of changes during its development. It has adapted the principle of Rotarianism to meet the needs of this great center of industry finance and business, and errors of omission and commission have been made; but as the good will always prevails, Rotarianism in New York still lives—and is growing stronger each day, as the members learn that he serves himself best who serves others.

The underlying idea of Rotarianism is Service and it gives the institution a distinctive feature which is lacking in any other organization in the world.

Quite a number of men join Rotary Clubs without fully realizing that to receive benefit from Rotarianism, and to profit by their membership, they must give service.

They think all that is necessary is to join one of these clubs and they will be overwhelmed with business. Little do they realize that to be successful as Rotarians, they must first serve. We recall the old saying about bread cast upon the waters—will return to you many fold—in other words, help your fellow members secure business, send them business and give them business, and when all do this you will surely receive your just share in proportion as you have shown your ability to serve and to give satisfaction.

Some members of Rotary Clubs are thoughtless in asking a man to join their club, just because he is a jolly good fellow, not analyzing his character and ability as a business man.

Every member of a Rotary club should be the best business man in his line. How are we to judge him? Let us see what are the essentials that go to make a successful merchant or professional man.

These essentials are:

FIRST: Ability to do. That is, to have full knowledge and wide experience in his line of endeavor, which entitles him to be spoken of as an expert in his line, with ability to give both service and satisfaction in all his business transactions.

SECOND: Reliability. That is a repu-

tation in the commercial world of giving satisfaction to the extent that those with whom he has dealings, will have confidence in him and his judgment. So we can truly say, when we hand a Roster of our Club to any visiting Rotarian, that every man in this Roster you can deal with, in confidence as to his reliability and ability to serve you to the end, that you will receive complete satisfaction.

THIRD: Energetic. Meaning one that is active, a worker, a progressive who seeks more work, that he may gain more profit.

FOURTH: Action. A man of action, who, embodying all the foregoing essentials, Ability, Reliability, and Energy, is one who has the Initiative and Endurance to start and continue an idea to its successful conclusion.

Twenty years ago the Rotary idea

would not have met with a cordial reception, but in the last decade a great change has come over the business world. More and more the idea of mutual assistance, friendly rivalry, and a spirit of mutual helpfulness has spread. At the psychological moment the Rotary Club has put into practice a code of mutual helpfulness, which is most noteworthy.

The New York Club has now a membership of only 75, but each one is a unit of strength in the rapidly growing wheel of Rotarianism in New York. We have discarded the fallacy that in numbers there is strength. We are forging every link in our chain of membership with perseverance, energy, stability, reliability, service, unity and good will to the end that the Wheel of Rotarian success will go forward along the path of genuine helpfulness to all its members.

The "Housing the People" Problem of New York

By Arthur Woodward

THAT great outlying district that might be called the "Spill tank" of Manhattan is destined to supply home sites to crowded-out New Yorkers just as fast as they wake up to the fact that to-day you can get more for your money in happiness and comfort outside of congested Manhattan than in it.

The exodus to the land of green trees and salt bays is growing each year. Many go to the suburbs but few return to take up the old city life. It's a sort of contagious disease—it gets into the blood after a few years and becomes chronic.

Manhattan Island, the hub of the business wheel of this fertile country, is a very tiny place after all. It contains only 22 square miles and less than half of it is now available for residential purposes. The business octopus is gradually creeping up and destroying the one time home life of the city.

It is estimated that after 1920 the population of Manhattan will decrease and continue to decrease until the major part of the island, if not all, will be used for commercial purposes. In the next few years practically all residences below 59th street will give place to business inter-

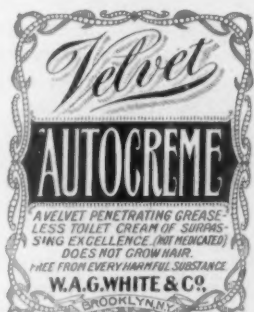
ests. There will then be less than 5,000 acres available for homes above that street.

To get the great mass of population into the city that they may gain their daily bread, many new lines of rapid transit must be built. A very comprehensive plan, feeding from all boroughs, is now under construction which is contemplated to adequately take care of all the requirements of the near future.

But as the population of the greater city increases, a demand for suburban property will proportionally increase, for the multitude added each year must be housed. At the present time the increase in population is something over 200,000 a year or about 535 persons a day including Sundays.

This enormous increase can not be stored away on Manhattan Island—there simply isn't room—they must go somewhere and it is to the suburbs they must go.

Manhattan is fortunately surrounded by fine home sections. New Jersey on the west within 20 miles is already well dotted with desirable residential villages. Staten Island on the south is beginning to



Some one said:

"You cannot get Rotary men interested in your AUTOCREME by advertising in the Rotarian."

We said:

"We'll take a flyer in the New York Number and count the returns."

AUTOCREME is a healthy skin producer and protector. A penetrating greaseless Cream of surpassing excellence, for every member of the family, including the baby.

The best Cream for chapped, chafed or red rough skin. Heals all soreness and removes irritation. Keeps the skin soft, smooth and white, no matter what the work or sport may be. Makes shaving a delight. Use it before you lather—and get an Auto-creme De Luxe Shave.

Too much to say in a limited space—so the final word is:

We will send postpaid to any Rotarian, his wife, mother or sweetheart in the United States—one 50c jar for 40 cents or three 50c jars for a one dollar bill. This is a money back proposition if not satisfied.

Now, Rotarians, we are ready to count the returns, and put to flight the knockers, and keep on boosting Rotary.

W. A. G. WHITE & CO.

49 Nevins Street

Dept. R

BROOKLYN, N. Y.

Famous Chocolates and Salto Nuts

Sent all over the World



**Broadway at 30th Street
NEW YORK**

Rotarians send orders, we mail bill.
Write for unique Booklet "S"

ROBERT LEE HATCH
Member N. Y. Rotary Club

Rotary Club Cigarettes Mean Cigarette Satisfaction

If you are discriminate about your selection, you will find Rotary Club Cigarettes unusually pleasing. They are made by hand to your order with your own personal marking on them if you wish, of the choicest selected Turkish Tobaccos only, and smoke cool, clean and sweet, with no disagreeable after-taste, nor will they "burn" the throat. They represent the very highest grade of Turkish Cigarette and are of Rare Flavor and Smoothness, but while they are exceedingly high in Quality they are low in cost. They cost \$1.85 per hundred and orders of 500 or more include any special marking desired. Use them and advertise ROTARY. Order a trial box of 100 and if after smoking a few you feel that they have been misrepresented in any way or that you can procure finer Quality—at any price, return what you have left and your purchase price will be refunded. I could not make this offer if the Cigarettes did not "make good."

Special sizes (including ladies Cigarettes) up to \$8.00 per hundred. Sample package of 10 for 20c.
HENRY CARTER 225 Fifth Ave. NEW YORK
(Member N. Y. Rotary Club.)

THE VERY LATEST.

The New York Rotary Club has the great pleasure and honor of announcing the birth of a new Rotarian. Mr. V. Clement Jenkins, our president, is now the happy father of a baby girl, and he is already agitating the formation of a woman's auxiliary to the club.

The trouble with most people who do a kind act is that they throw all crusts on the water and expect to get frosted angel-cake in return.

work into shape and prove the one time dream of old Vanderbilt, for he made his first nickel on Staten Island near Annadale. The Bronx on the north is the newest area of reasonable congestion. In this borough thousands of new homes have been constructed in the last few years. Even now the unit house is no longer in vogue. The land has become so valuable that the six-story apartment is the newest mode on account of monetary reasons.

Queensborough and Nassau county just beyond the city line on Long Island perhaps offer the most sensible solution of the home problem.

Here is found ample ground space, the tenement house has not yet put in an appearance, and will not actually be required for many years to come.

The new improved rapid train service of the Long Island Railroad since it was taken under the wing of the great Pennsylvania System, has brought the nearby villages of Long Island thirty minutes nearer to the business center of things than it was ten years ago.

The tunnels under the East River and the new bridges over it have about done away with the old slow going ferries as far as the green tree admirers are concerned.

All through Queen and Nassau Counties are to be found modern up-to-date villages with all the improvements and

conveniences of the built up city, where thousands of people live in healthful happiness.

Jamaica, the transfer point of Long Island, twelve miles from the heart of Manhattan, has over 800 trains a day carrying people to and from the work shops of cosmopolitan New York.

In addition to the many conveniences of living in suburban Long Island, there is the added attraction of waterways, for nowhere are you more than a few minutes ride from the sea shore, sound or bay waters. Fishing, boating and bathing are fully and easily indulged in in the summer months.

A man living in one of the new developments on Long Island needs no summer change of scene. He has all the divertisement right at his door. This annually saves the price of a vacation trip, for thousands of Manhattanites go every year to these very localities to enjoy their summer respite.

The congestion of New York City has kept more than one man awake at night and has caused us all to wonder where all these new arrivals are going to live. The answer seems to be Long Island because of its transit connections, its hygienic conditions, its amusement features and its general practical qualifications as a desirable home section.

One would think from this article that I was in the real estate business, interested in developments on Long Island.

Direct Advertising

By William J. White

DIRECT advertising is advertising to the individual. To complete the definition of direct advertising, it should be compared with its opposite—indirect advertising, or, as more commonly termed, general publicity. Among the mediums of direct advertising are personal letters, form letters, printed circulars, booklets, mailing cards, etc., which are designed to be given or sent through the mails direct to the recipient. Indirect advertising is designed to appeal to man in the generic sense—everybody. Among its mediums are the periodical press, bulletin boards, bill boards, street car signs and other forms of publicity that

appeal to humans collectively. Direct advertising is designed to appeal to A man or A woman. Do you get the distinction? Here is an illustration: The big electric sign announces over and over again in letters of light to the crowds on Broadway or some other great thoroughfare—"VELVET AUTOCREME—makes shaving a delight," and is a good example of the extremest type of general publicity.

And the personal letter of a man about town to his intimate friend, saying—"The next time you shave rub some autocrine on your face before you lather, and get the smoothest shave you ever

Your Business

is different—and needs a DIFFERENT Filing System from any other man's. We know it, because during our 33 years our customers have been drawn from over 400 different lines. We have satisfied them all.

Among other things, we make:

Card Index Systems
Genuine Shannon Files
Vertical Filing Systems
Rapid Roller Copiers
Quotation Record Systems
Catalog Filing Systems
Credit Record Equipment
Check Files
Document Files
Filing and Record Systems of every description for every kind of business.

A Booklet for You

"Vertical Filing Down-to-Date" is a 40-page primer on Vertical Filing, written in simple, fundamental English for the man who wants information. You will read it with interest—so will your file clerk. Just so we may know you saw this advertisement, write for a copy on your business stationery.

Also, if you want facts about the best method of filing catalogs, ask for our latest booklet, "Where's that Catalog?"



New York City, 360 Broadway.
Executive Offices—Rochester, N. Y.

"YandE" ROTARIANS: J. W. Newton, Boston; A. E. Eggert, Chicago; C. E. Rosenberg, Los Angeles; R. E. Rose, New York; J. H. Conlon, Pittsburgh; C. H. Victor, San Francisco.

had. I've tried it, and it's fine." It is a perfect example of direct advertising. The one reaches the crowd with an argument that may appeal to all; the other button-holes each separate individual in the crowd and makes an argument that is sure to appeal to him. Which do you think is the more effective? Of course, the main difficulty with direct advertising is that the crowd may get so large as to be cumbersome. It would be hardly possible for even so sturdy a campaigner as T. R. to shake hands with and personally solicit the votes of all the people whose support he desired (direct advertising). Consequently he must make speeches and issue statements through the press (general publicity).

Direct advertising is more effective. Indirect advertising may or may not cost less in money and effort. The individual, personal letter is a practical direct advertising medium only where the number of possible customers is small. The average form letter, which many advertisers try to substitute for personal letter, is a self-exposed deception. As long as the personal letter is practicable, the medium designed must be attractive enough to get attention, the message it carries interesting enough to be read as a personal letter would be read. To comply with these requirements, the leading publishers of direct advertising material have combined art in color with the printed message. Some of the early experimenters along this line were of the opinion that the art must be boldly comic in order to attract attention, but they failed to realize that such pictures might and would very often detract from a serious message. Others believed that it was necessary to have pictures which were directly or indirectly suggestive of the bus-

E. M. CUTLER

INSURANCE OF EVERY DESCRIPTION

TELEPHONE 2495 JOHN

56 PINE STREET NEW YORK

iness or service advertised. Experiment, however, proved that this was not essential. The important thing was a picture that would pleasantly attract and hold attention until the eye and mind were directed to the message by which the picture was accompanied. It was found that the picture in color was more effective than one in black and white. The color seems to serve a similar purpose to the uniform of the district telegraph messenger, calling attention to the matter, interesting, important or unusual. After that its mission is fulfilled and the advertiser must rely upon the human interest that he is able to put into the message to make his advertising effective. The field for direct advertising is very broad. Among others who should use this form of advertising are:

1. The concern with a local or neighborhood patronage.
2. The concern whose product appeals to a more or less restricted class.
3. The manufacturer or merchant who deals direct with the consumer.
4. Manufacturer, wholesaler and jobber whose customers are retail dealers.

5. The merchandiser in household supplies.

6. The national advertiser who wishes to introduce a new product and try it out on a certain definite class of people before going into an extensive country-wide campaign.

The list could be continued almost indefinitely, as in practically every line of endeavor in which general publicity is used, direct advertising could also be employed to advantage.

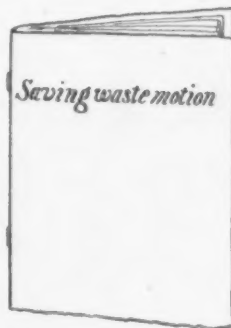
A. C. WEAVER

Smart Clothes for Men



LINCOLN SQUARE, BROADWAY & 66th STREET
138-140 COLUMBUS AVENUE
NEW YORK

Mr. Employer



Your chief asset is the brain power of your organization, from the president to the office boy.

If you want to know how to increase this asset by scientific methods we will send you the above book free. It will give you some important points showing how 2,500 corporations have increased their earnings by training their people to THINK AND WORK RIGHT. Free to you. Write for it today.

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ROTARY CLUB OF NEW YORK
Dinner of June 13th - 1912.
Illustration furnished by
The Associated Press.

THE NEW YORK CLUB ENJOYS ITSELF. ONE OF ITS MONTHLY DINNERS.

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NEW YORK CITY (N. Y.)

On September 12th the New York Rotary Club held its Forty-first meeting at the Hofbrau Haus, Broadway and 30th street, New York. The dinner which was the opening dinner of the Fall and Winter season, was one of the best attended in the club's history, over a hundred members and guests being present.

President Jenkins presided and the speakers were, Mr. Glenn C. Mead, the new International President, Mr. E. G. Berlet, President of the Philadelphia Rotary Club, Mr. Weston C. Boyd of Philadelphia, Honorable Alexander Bacon, Honorable H. N. Goldfogel, and the Honorable Julius Harburger, sheriff of New York. Mr. MacCan, the genial secretary, had a few pungent words to say about increasing the membership of the Club, but the speech of the evening was unquestionably Mr. Bacon's remarks on monopolies. This speech is given in full elsewhere in this issue.

Mr. Mead, the new International President, spoke very warmly of the cordial feeling that exists between the New York Club and his own, the Philadelphia. His topic was "Rotarianism," and his entire speech was a masterly exposition of his subject.

Mr. Berlet told what the Philadelphia Club was doing, speaking especially of the part it was taking in civic affairs and public charities.

The dinner was especially good, as is always the case at the Hofbrau Haus, the proprietor of which, Mr. August Janssen, is an enthusiastic member of the N. Y. Club.

WM. M. CLAYTON, Assoc. Ed.

AND BY THE WAY,

Thanks are due to Mr. Irving Underhill for the picture of the Woolworth Building from which our cover was made, and for the pictures of Riverside Drive, the New York Skyline and the Rotary Dinner. Mr. Arthur Woodward kindly contributed the two remarkable photographs of Times Square.

A pretty example of loyalty and regard on the part of employees towards their firm was given at the last dinner, when the members of the selling force of Dieges and Clust, manufacturing jewelers, who were present as Mr. Dieges' guests clubbed together to purchase a half page advertisement in the New York number of the "Rotarian" as a compliment to their employer.

New York Club to double its membership by January first. At the last dinner Mr. Kenyon, the vice-president, called for pledges from everyone present as to the number of new members that they would secure. Nearly everyone present pledged at least one new member by the New Year and to help the game along Mr. Dieges promised a valuable scarf pin to the man bringing in the most; Mr. Hatch added a box of candy to the offer and Mr. Clayton offered a year's subscription to "Snappy Stories," the new magazine of entertaining fiction, to everyone bringing even one new member.

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President Mead Visits Rotary Club of New York

I HAD a most enjoyable and profitable time at the September meeting of the Rotary Club of New York; acquaintances were renewed with New York Rotarians that I had not seen since they taught me my first lessons in Rotary. All of the splendid features that are to be found in our Rotarian relations and activities, were conspicuous on this occasion—hearty good fellowship, attention to business, discussions of Rotarian methods and purposes, and addresses by distinguished men on civic problems. The Rotary campaign in this greatest and most wonderful of American cities opened in snappy fashion and with great promise. President V. Clement Jenkins is a most capable and experienced executive, who gives freely of his time and thought to

our cause; he is a real Rotarian in spirit and lives up to his convictions. Under his guidance and with the able assistance of Secretary MacCan, the other officers and directors, a great work for Rotary is being accomplished in New York and many difficult problems solved. When Hugh Boyd, Secretary of the Belfast Club, recently visited this country, the first person to greet him as he stepped ashore was Eugene Grant MacCan; that was true Rotarian clasping of hands across the sea. Any Rotarian who visits New York will be the loser if he fails to hunt up the Rotarians there and stop at the Rotary "Hotel Imperial," where Manager Copeland Townsend will give him the warmest of welcomes.

GLENN C. MEAD.



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Will Live Longer---and Have the

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Day and Night



Photos by Arthur Woodward, New York.

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and a desire to learn about the most wonderful city in the world can get a copy of Dr. Joseph Caccavajo's Chart of Interesting Facts on New York City, giving population, comparative areas, percentage of increases and population per acre from 1790 to 1950, divided into boroughs with maps, etc. The chart is printed on card board in colors, size 17x11, for wall or desk use.

From the New York Sun Sept. 29th, 1912. "Dr. Joseph Caccavajo, Consulting Engineer, is the recognized authority on population and statistics of New York City. His new chart scientifically foretells a population of 19,250,000 in 1950. Besides containing all the information concerning growth and development of the boroughs, it gives valuable and interesting reading to those who want to know about the city."

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EUGENE G. MacCAN
Secretary Rotary Club of New York

"Mac" was to furnish an article for this page but it didn't come in time and so we put his picture here instead.

WHO WILL MAKE ANSWER?

Secretary MacCan of New York arises to a point of information or a parliamentary inquiry:

"Which Rotary club will be the first one to hold a Rotary dinner with everything that is used furnished by Rotarians?"

And also:

"Did any of the delegates or their friends that attended the convention at Duluth ever see a more efficient band of consistent workers than those who graced the floor of that convention?"

CREATING AN IMPRESSION.

"And your husband gave \$50,000 for that old book?"

"Yes," replied Mrs. Cumrox.

"To show how much you care for literature, I suppose?"

"No. To show how little we care for \$50,000."—Exchange.

NOT A QUESTION OF ETIQUETTE.

A young lady recently presented a check for \$500 at one of the large banking institutions and requested immediate payment.

"But I don't know you," objected the cashier, doubtfully.

"Oh, don't be silly," remarked the young lady in a business-like way: "give me the money, I don't know you, either."—Exchange.

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Then Brother Rotarians you should try our special "service" to assist you in collecting—a service that can be depended upon to give results in reporting and remitting promptly without overcharges.

Our draft exemplifies this service by producing an average of 50% returns—when used correctly. You should try it out. We mean what we say—50%.

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J. KENDALL SMITH, Member New York Rotary Club,

J. L. OLIVER, Member Cincinnati Rotary Club

The Evil of Monopolies

By Hon. Alexander Bacon

Memorandum of Speech Made Before the Rotary Club of New York City

ALTHOUGH not a Rotarian I wish to extend our greeting from Philadelphia, and this I know will be appreciated, for does not New York look upon Philadelphia as one of its most attractive suburbs? I must confess my ignorance concerning your club. From what I have heard to-night it represents not only business but a "square deal" brotherhood of men. If you do the right thing by your neighbor you are bound to do the right thing by God. I am very much pleased that Mr. Mead is President of such an organization.

I was asked to speak on the high cost of living. The high cost of living comes from monopoly. If monopoly prevails, the Rotary Clubs go out of business. I do not consider large corporations. When I speak of a trust I mean a monopoly. No nation can endure even with one monopoly. One monopoly in 50 years will own

this country, body and soul and everything there is in it. Now I spoke a short while ago about the trusts. I say every monopoly is plunder, is larceny. Is that man crazy, you ask. No, my dear men, in a few minutes you will realize what I have said is the truth. It is the common law and has been for generations. The first instances where a monopoly existed was when Joseph carried the corn, the cattle, etc., in Egypt. Therefore when I tell you this is a great item in this campaign I am not trifling. One gentleman stated the trust is a product of this generation. Very true, very true. Will you permit me to give you a short history of monopolism? The first example of monopolism in recent ages sprung up in Switzerland—then in Berlin—then in Elizabeth's time the cost of living went up. Elizabeth was an autocrat. She took no advice from her ministers. Riots took place and Elizabeth

ARTHUR WOODWARD

J. Folio 47.
announces

THAT while he holds the card, Real Estate Publicity in the Rotary Club of New York, and is the manager of Publicity of the Windsor Land and Improvement Co., the largest sellers of suburban property in New York City, he is now in a position to originate and execute special advertising or publicity work for members of the Rotary Club.

Any member who has an advertising problem to solve may have his council without obligation.

Mr. Woodward makes his office at the Windsor Land and Improvement Co., 224 West 34th Street, New York City and his telephone number is Greeley 5557.

SNAPPY STORIES

J. Folio 47.
Is the name of a new magazine of entertaining fiction published by Wm. M. Clayton, a member of the Rotary Club of New York.

As an Associate Editor of THE ROTARIAN Friend Clayton has worked hard to make this issue of our magazine a success.

As a compliment to him I suggest that every Rotarian go to the nearest news-stand and purchase a copy of "Snappy Stories."

CHESLEY R. PERRY.

\$30.00 S. B. Folio 42.



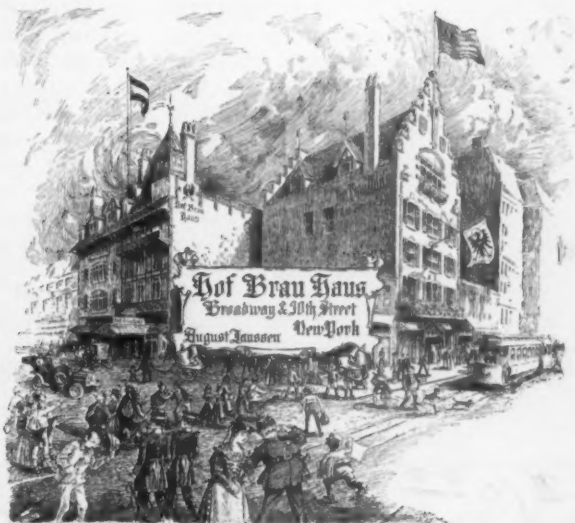
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BRANCH

At Washington Building, New Haven, Conn.



gave way and issued a proclamation that all monopolies were void. She was followed by James I. He granted monopolies under the guise of corporations. Again prices went up. Again there were riots. They passed an act of Parliament stating that monopolies were treason. Charles I followed and through monopolies he died headless.

The great issue is whether monopoly shall be permitted to exist. Since the Civil War we have become the richest nation in the world. All republics are short lived. The very moment Rome became rich, it began to decline. Gentlemen, I will tell you some plain truths. Fifty per cent of our people die in debt and ten per cent of the people in New York City are buried in the Potter's Field. You have got to fool the people—in other words throw the dust in their eyes. I have just come from a tour in Vermont and Maine. On a steamer in Maine I met a gentleman who did not know me, and he turned out to be superintendent of one of the largest schools in the country. He and I got talking together and among other things he spoke about the high cost of living. The people of Maine are not

painting their houses. Their children are not attending school. They are poor.

Thirty or forty years ago our army was used mostly to suppress the Indians. They were easy to suppress if you could catch them, but that was not very easy. So in order to keep the Indians down the soldiers were stationed in small bodies here and there. I will relate to you a little incident that happened in a small western town during that period. A body of soldiers were stationed at this place when one day the Indians appeared. They kept getting nearer and nearer all the time—powder was fast decreasing and although the captain kept men marching past the door continuously in order to deceive the Indians into thinking there was a large body of men inside it did not work. So as a last resort he took one of the donkeys, tied to his back an old howitzer, filled it with what powder they had and put into the howitzer, a bag of flour instead of ball, of which they had none. Then they opened the stockade and turned the donkey loose among the Indians after lighting the fuse. Immediately there was a great explosion and the air was filled with flour. The Indians fled. However,

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the chief was captured. When questioned he said, "Me no 'fraid White Man. Me fight. Me no 'fraid guns, but when pale-face fire off loaded jackass, me run."

And that is the way with the monopolies today. They throw the flour in the eyes of the people and get away with it in a sense.

I tell you, gentlemen, you are all fools, fools, I say to you.

Another thing, a man is a fool who uses the same methods to-day against monopolies as he did twenty years ago. A monopoly is when one man, like Joseph, owns everything. When prices of living go up, look out for the sparks. When people are hungry they get angry. My friends I leave this idea with you. The republic cannot live unless these conditions are changed.

An Irish Rotarian in the U. S.

By Hugh Boyd

Secretary of The Rotary Club, Belfast

THROUGH the medium of THE ROTARIAN I gratefully acknowledge the generous hospitality accorded to me by Rotarians in every city where it has been my privilege to halt during my flying visit to the United States.

It is perhaps appropriate for me—an innocent Irish Rotarian, on Yankee soil first trip—to contribute, first of all, a few words to the New York number of THE ROTARIAN picturing, in however defective a manner, my impressions of Rotary in that great City. I was on deck very early taking in the sights along the River and making the acquaintance of the great Statue of Liberty. We docked about 7 a. m. and when the usual exacting regulations of the customs service had been satisfied and my friend and I strolled unconcernedly out of the enclosure suddenly I heard "Boyd, Belfast, Ireland" and on turning sharply round found myself confronted with the out-stretched hand of a fine clean cut jovial big fellow almost handsome enough to pass as an Irishman and the words "My name MacCan, glad to meet you" and I was delivered express out of the U. S. Customs into the loving arms of Rotary for my new found friend was none other than Eugene G. MacCan the genial Secretary of the Rotary Club of New York and one of the finest fellows I or anyone else ever met. "Mac" had been waiting for me and—Sherlock Holmes like—observing the letters "H. B." on my bag took a chance.

We were soon in a taxi and at the Hotel Imperial (the Rotary Hotel of New York and the last word in comfort) where we completed our plans assisted by the exhilarating effects of some "C and C" the product of that world-famed Belfast firm

Cantrell & Cochrane, Limited, whose popular managing director Mr. William Wallace was the first President of the Belfast Rotary Club. "Mac" assured me that all Rotarians drink "C and C" which is further evidence of the sound judgment and wisdom of the Rotarian circle. I had the pleasure of meeting Mr. Jenkins the President of New York club, a thoroughly keen and original exponent of Rotarian thought and his enthusiasm in the cause forces me to the conclusion that New York is exceedingly blessed in its two principal officers. My brief stay in New York was an experience. I shall never forget how "Mac" recounted in a remarkably lucid manner his experience at Duluth, spiced with many interesting side lights not published in THE ROTARIAN and when we parted my brain still whirling from the effects of the Ship, the "C and C" and "Mac's" stories I truly felt that the organization which establishes such a bond of union between the various cities and countries and enables one to fraternize with such real good chaps is assured a very great future.

After New York I called at Philadelphia and had a most interesting and instructive discussion with Glenn C. Mead (President of the International Association) who is the personification of courtesy, tact and level-headed statesmanship and under his wise and far-seeing leadership the Rotarian doctrine is bound to flourish. My next town was Harrisburg and nothing I could say would adequately express my feelings towards a set of as fine fellows as it has been my good portion to meet. In Cincinnati the cordiality and good fellowship were equally apparent and when I reached Chicago I was ab-

solutely unequal to the task of expressing my experiences enroute. "Wonderful" was much too mild a word to explain the organization in each city. Chicago the home of the Rotary movement nobly contributed to my enjoyment and the inspiring conversations with "President-Emeritus" Harris and International Secretary Perry left impressions on my mind which I have no desire to forget, and those members of the Chicago Club whose acquaintance I made were—as I expected—the Hall-mark of Rotarianism. I should like here to mention that the inner organization at the Head office is all that could be desired and nothing is permitted to escape the discerning eye of that most efficient organizer and secretary Chesley R. Perry.

In Buffalo I had a little extra time and decided to stop over for the weekly luncheon and found my time fully occupied in a most enjoyable and profitable manner by the kindness of the Rotarians so much so that when luncheon time came around I was entirely at home, and to sit down with a bunch of 130 Red Hot Rotarians was a great inspiration to me. Each and every one was enthusiastically creating such a good natured din that I fear President Noonan whose voice is by no means weak, will soon require a megaphone to make himself heard. This was my first impression of an official club meeting on this side and there can be no doubt the Rotarian gospel is both preached and practiced in Buffalo.

My last port of call on this side—Boston—has also extended the glad hand to me and already I am looking forward with much interest to their monthly dinner on Monday where I anticipate an excellent meeting if the several members whose acquaintance I have had the pleasure of making today form any criterion.

I could not express myself too strong-

ly on the magnificent reception accorded to me as the representative of a British Club by every Rotarian on this side and in my opinion no other organization in existence could weld together in the same manner the people of distant cities and countries.

I gratefully acknowledge and appreciate the many personal kindnesses received all along my tour which could not possibly be enumerated. It would be invidious of me to single out any particular town, club or person for special mention as my reception by each and every one left nothing to be desired. Should I appear to have mentioned some more than others the "others" must forgive me with due appreciation of the limitations of a hastily written letter upon the eve of my departure for home.

On behalf of the Belfast Rotary Club I extend a most cordial invitation to all Rotarians everywhere when traveling in Ireland to honor us with a visit and can assure them an enthusiastic Rotarian reception.

HUGH BOYD, Secretary,
The Rotary Club, Belfast.

Boston Mass.,
11th October, 1912.

600 SB Folio 40.

WILLIAM J. DODGE

ATTORNEY AND COUNSELLOR AT LAW



SINGER BUILDING, 149 BROADWAY
NEW YORK

Member New York Rotary Club

IN MEMORIAM.

It is with deep regret that the New York Club announces the death of one of its most cherished members, Major W. A. Turpin, passed away October 2nd. Mr. Jenkins and Mr. MacCan attended the funeral on behalf of the New York Club.

Our Picturesque Skyline

By Clarence W. Brazer

Architect—Member Rotary Club of New York City

A FIRST view of New York on a misty morning as it unfolds from the deck of a boat passing through the Narrows, gives one much the same impression as that wonderful old picturesque religious fortress Mont Saint Michel, off the coast of France. Towering out of the misty water with turrets and spires of the modern commercial age, New York is indeed an impressive sight to a stranger not accustomed to the competitive commercial spirit that has prompted the erection of taller and ever taller buildings. Our grandfather's first view of New York was dominated by the beautiful spire of old Trinity Church, now entirely lost in the skyline except directly from the west. Well may we pause to consider the expression of the life of a people whose commercial architecture overshadows its religious edifices. In the old world the most prominent landmarks of the skyline are invariably the Cathedral spires or domes, all other buildings falling far below their supreme height and giving one clearly the impression of the dominance of religion in the life of the people. Thus will the spirit of modern commercialism be handed down to posterity by our skyscraper architecture.

In the earliest pictures of New York, one of the most prominent landmarks on the skyline was the northern wall or boundary of the village, then extending across Manhattan Island at Wall Street. At the present time Wall Street is almost the southern extremity of a huge pile of skyscrapers, extending along Broadway from the beautiful Times Building at 42nd street to the magnificent new Custom House at Bowling Green.

Every firm doing a national business must have at least desk room in a New York office and so, as our nation expands, ever more floor space is required, producing in the narrow streets in the down town section veritable canyons through which the winds whistle and roar. The great value of the land which could not be bought if covered with silver dollars; the convenience of housing so many firms of similar business under one roof; and

again the advertising advantages of picturing one's office in the, at that time, tallest building in the world, are the main reasons for this growth. The age of steel has made it possible, and, of course, were it not for this mechanical age in which we live having produced the elevator, these giants of architecture would be impossible. It is indeed a great advantage to be able to step into an elevator and to be shot through a vertical corridor at the rate of 250 feet a minute, rather than to have that corridor laid horizontally and have to pedal it as in the days of yore.

Our skyline is plainly divisible into zones or classes, with the tallest professional offices from the southern extremity to City Hall Park. Spreading northward is the warehouse and loft building section which extends to 23rd street above which are interspersed a few tall office buildings, hotels now ranging not over 16 or 20 stories and the standard 12-story loft building.

The first iron building to rear its head above the hitherto masonry skyline of six or seven stories, was the Tower Building at Broadway above Liberty street, which was an 11-story wonder in its age. Soon after, that appropriately named building, the Broadway Chambers, reared its 20-story head northwest of City Hall Park. The proof that this building is one of the best designed forerunners of our present architecture, is its still modern colored terra cotta and brick appearance. Prominent on the old skyline was also the gold dome of the World Building and the Sienese tower of the Tribune. Both of these have recently undergone reconstruction of six or ten stories in order to keep up the pace for more light. Also among later prominent landmarks were the St. Paul Building and the twin towers of the 30-story Park Row Building opposite the Post Office, long "the tallest building in the world." These are now entirely overshadowed by the forty-five-story Singer Building with its crowding neighbor the City Investing Building, and the new monarch of all, the fifty-five-story Woolworth Building, one block to the north.



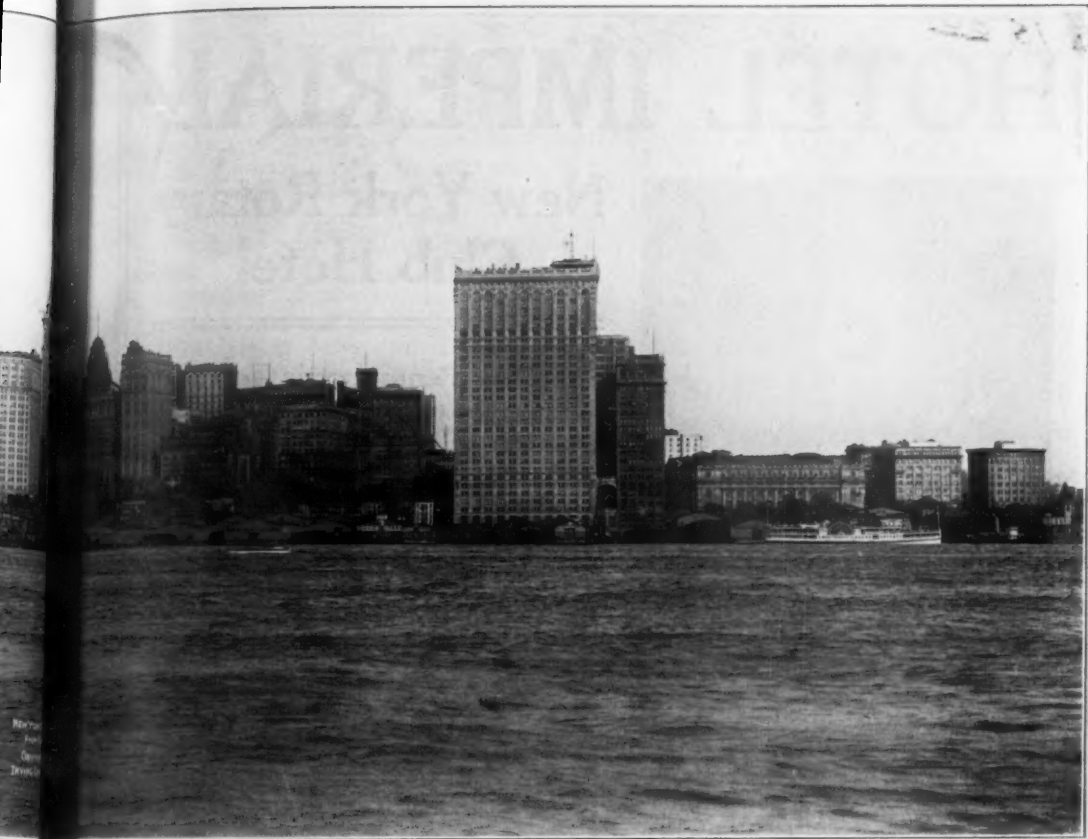
"THE MOST WONDERFUL SKY-LINE IN THE WORLD" NEW YORK

These latter, including the forty-seven-story Metropolitan Tower are absolutely fireproof, with floors of cement, window sash and doors of metal, smokeproof elevator and stair shafts and every modern improvement for the absolute protection of the inhabitants against fire. As to the necessity for these buildings the quick renting of the Woolworth Building is a prominent example. Erected with all the latest improvements in the science, constructed of a beautiful light cream colored terra cotta in a modern commercial Gothic style so exceptionally well suited to the expression of a tall and vertical mass, America may well show the Woolworth building as our supreme achievement in original architecture. The skyscraper has been originated and developed by the American architect, and, if our present generation hands nothing further to posterity, we can well rest content at having produced another wonder to the world.

The newer tall buildings have been de-

signed with towers in order that their shadows might not restrict the light from the lower offices. The foremost architects have been long advocating restrictions, not to height, but to the square foot area that may extend above certain heights, effecting offsets as the building increases in height, thereby reducing the shadows. Such restrictions for the benefit of light and air are to the architect of first importance. Is it right that two owners shall be allowed to build to a height of 20 stories or more, on either side of a 25-ft. lot, thus completely pocketing and destroying the value of that strip because the owner thereof, in order to obtain any light at all, must build to a greater height than his neighbors on either side? Such conditions can hardly be called equitable and our laws should be amended therefor.

Few people stop to realize the amount of skill and science necessary for the erection and successful operation of these skyscrapers. Should you take a journey



NEW YORK SEEN FROM THE NEW JERSEY SHORE

four or five stories below ground amongst the heavy foundations supported from bed rock, or on caissons, there we will find immense boilers, dynamos for supplying electric current for lighting and operating of the elevators, many motors and other pieces of machinery and immense pumps for supplying the water to the tanks on tops of the building. These are now housed in domes as on the Singer Building, or in pyramids of various forms as on the Metropolitan Tower, the Bankers Trust Company and the Woolworth Building, in order that the skyline may be beautiful, and not hideous as of a few years hence, when the old wooden tank resting on stilts above our 12-story buildings, were the most prominent landmarks of the skyline. Another use for these ornamental roofs has been found in the new Bankers Trust Company Building where immense safe deposit vaults have been placed far above any raging flames of a possible general conflagration. The need

of this was clearly shown by the recent Equitable Building fire, where millions of dollars were temporarily in jeopardy for weeks, thereby tying up the operations of many large corporations. On the site of the old Equitable is soon to rise the greatest of all office buildings as to area, although not as to height. We are told it will comprise as many square feet of office space as contained in the combined areas of the Woolworth Building, Singer Building, and the new thirty-story Municipal Office Building of the City of New York.

It is probable that the higher and ever higher buildings erected for advertising purposes of the "sewing machine man," "the life insurance man," and "the five and ten cent man," will soon come to an end; such great expenditures of money have been of such short duration for advertising purposes and the length of time required for elevator communication to the top of them makes the offices desirable

\$18.00 *P.B. Folio 47.*

HOTEL IMPERIAL



New York Rotary Club Hotel

The New Pennsylvania Terminal
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The work of taking care of out-of-town shipments, city distribution, commercial storage, ordinary trucking and express shipments is becoming a more difficult problem for business houses, large and small.

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only for a few businesses. Several years ago there was projected by some Pittsburgh steel magnate a building one thousand feet high, but the great area occupied by the elevators on the first floor and by the size of the steel columns increased disproportionately by the immense leverage of wind pressure on the top of so tall a building, plainly showed its originators that the practical limit has now been reached and that such a building would be doomed to failure.

As we leave New York in the dusk, by the 23rd street ferry for Communipaw, with the lights still burning in many of the offices and those from the taller monuments resembling stars in the sky; with the buildings banking up and up from the water's edge, one takes with him an impression like unto Gibraltar, as seen at the same hour in a distant land; rising sheer out of the water to a great height, as formidable in its commercialism as Gibraltar in its fighting strength.

That we New Yorkers may not be thought egotistical, let me quote the eminent German painter, and Munich academician, Herman Struck, who has recently been visiting America.

"As I steamed up the bay," he writes, "and caught my maiden glimpse of New York's cloud-catching skyline, unfolding itself ever larger and larger, a fairylike silhouette was revealed to my wondering gaze. My emotions as I contemplated these gigantic symbols of our scientific utilitarian century were the same as those which moved me when I looked for the first time on the pyramids of ancient Egypt.

"The more I saw of the skyscrapers, which are the most characteristically American things to be seen in all the United States, the more they fascinated my artistic eye. When American architects stick to their typical and simple skyscraper ideals they are glorious."

CASSIE AND ALLIE.

The cassowary is a bird

That's hard to capture, very.

Folk hunting for her plumes have made

The cassowary wary.

—Kansas City Times.

But once a cassowary strolled

Too near an alligator;

and with one wriggle, snap, and gulp,

The alligator ate her.

—Chicago Record-Herald.

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High Ethical Standards in Business and Professions

By Harry S. Weller

Representing Wholesale Druggists in Omaha Rotary Club

WEBSTER defines "Ethics" as "The science of human duty; the body of rules of duty drawn from this science; a system of principles and rules concerning duty; rules of practice governing human actions politically, socially or in business." Ethics, therefore, is primarily a doctrine of morals, while "Ethically" relates to customs or usages. Cicero, one of the greatest men of his time, was the author of an ethical system, a moral system that has been handed down through the ages.

The question then naturally arises, should business be conducted along ethical or moral lines? Is it the object and aim of every business man to consider moral issues in the conduct of his business? The average man starting out in a business life does not appreciate seemingly the importance and seriousness of the step he has taken. Too many start out blindly. Their main object is to make money and business is too often conducted along lines that are not strictly ethical. We are reminded of the advice a certain business man gave to his son: "My boy, make money; make it honestly if you can, but make money." There is also an old saying that "Honesty is the best policy but it makes a man poor." These statements, however, are not to be considered by a man who goes into business with an idea in view of conducting it along moral lines and for the best interests, not only of his associates and employees, but for the benefit of the people with whom he comes in contact and to whom he sells goods.

If a boy should commence a business life with a small portion of the judgment and common sense he enjoys later on, how differently he would act. We learn by experience. In his younger days while at school a boy is told what to do. In later years he must know what to do; he must rely on his own judgment and his judgment must be based upon morals or ethics. Foolishness is not to be tolerated in business and the sooner this is learned by the

boy or man the better it is for those with whom he is associated.

A man who is honest in trade will be honest in politics. He will be honest in every other respect and if we could have a country or a nation in which every man was honest we would have the best government in the world. Our business interests lead us to consider other people and their affairs. We are led to investigate conditions, the moral reputation of the city in which we live and do business and the manner in which it is governed. We are led to consider the men composing the business community and we naturally, if we are patriotic, take an interest in them and their prospects for success as this means the success of all.

Business men should also take an interest in politics. It is a lamentable fact that business men as a rule do not discuss public affairs as much as they should. They do not attend the primaries. They do not see to it that good men are elected to office and for this reason bad business methods prevail in our cities. If every public man should be investigated, if every public measure should have an investigation and the results of this investigation become known throughout the city, conditions would be very different. I am in hearty sympathy with everything that is being done to uphold or moralize the business interests of the country. I am opposed to fraud and imposition in business, in politics or in public life, and the higher the ethics of the individual the higher will be the standing of the community as a whole.

The subject of American industrial advancement is an interesting one. Only a few years ago the United States was far behind other nations so far as her business interests were concerned. She has now advanced until she stands shoulder to shoulder with the great nations of the world. Her commercial interests are even greater than those of any foreign country and we are advancing at a rapid rate. That America is a rich country nobody will dis-

pute. The United States is producing wealth faster than any other people on the face of the earth and no other people can approach us in liberality or we may say also in extravagance.

The average American is a progressive. He is continually advancing. Occasionally the fever of speculation gets into his blood and has a tendency to develop business interests along lines that are not strictly ethical. Under these conditions it is well to call a halt and to consider carefully our business and industrial affairs. Numerous examples are set illustrating the value of sobriety, faithfulness and self sacrifice in the conduct of business interests. It is said that Benjamin Franklin, when a young man in the printing office, was laughed and jeered at by his comrades, called a milk-sop and a fool because, when the others brought in beer for their lunches, he refused to partake. Franklin, however, had the courage of his convictions and his name is a household word in American history. He arose to greatness and immortality on account of his strength of character.

Men should be moral in the conduct of their business affairs. Cromwell's men went into battle, each one with a bible in his knapsack. They were Christian men. They were sneered at as hypocritical saints, but in the time of danger, when the fight was on, no braver men were ever seen. Havelock's "Saints," as they were familiarly called, saved India. This is a matter of history.

A business man must have moral courage. His example will be of priceless value wherever it is exhibited. There can be no perfection of manhood along business lines unless the idea of morality in business is strictly carried out. What a man will be in his business life depends largely upon his home life. The man of a home and family, in whom he is interested, is more considerate than the club man or the man of selfish instincts who has only himself to consider. A man who lives to himself alone naturally takes a selfish view of life and is not inclined to view business interests from a moral standpoint.

America stands in the highway of the nations of the Earth. With the opening of the Panama Canal great possibilities are before us. We are the new link between the East and the West. Trade with China and the Orient, the transcon-

tinental railways of the World, have linked the Pacific with the Atlantic. The ultimate capital, or the chief city of the world, in the future will not be on the banks of the Thames, but it will be somewhere in America, either on the banks of the Hudson, on the shores of Lake Michigan or perhaps near the golden gate of the Pacific. We feel, therefore, that the United States will be the controlling force in the affairs of the world. We have been told that in traveling in foreign lands one does not feel that America grows less important, but that after voyaging in mid-ocean or skirting the shores of the great continents we also realize the wealth and greatness of the interests which lie outside of our own country. There is a disposition on the part of all nations, especially in the Orient, to look upon the United States for guidance. America has given an object lesson to the world that other nations will do well to follow. America is no longer one of the weaker nations but the foremost of nationalities.

One of the most important factors in business is fraternity. From small beginnings are large results. I thoroughly believe in the amalgamation of capital for trade interests and if these business enterprises could be conducted along proper or ethical lines, if the spirit of fraternity and the "live and let live" policy could prevail, all classes of people would be benefited. Associations should be formed, business methods discussed and every effort made to bring the business of the country up to a higher standard. Undue competition, which is the death of trade, should be eliminated, in fact all trade methods should be revised and corrected.

No greater tribute could be paid to a man than that which was paid to the memory of James Parker Frames of the American College of Pharmacy. "In morals he was a hero, in manners a dignified gentleman, in friendship as loyal as a lover and in every relation of life a true man. He was devoted to his business but would find time to engage in labors of love in other lines of thought and action. His example is worthy of emulation." Everybody looked upon his business methods as meaning something. Every once in a while we hear of a good business administration in political affairs conducted along strenuous business lines, managed as one would conduct a large industrial or commercial institution, devoting time

exclusively to the affairs of the office, economizing in every department, appointing expert business men as heads of departments, advocating a complete enforcement of civil service law, etc. All this points to the fact that people generally look upon business men as being the bone and sinew of the community and the ones we are to look to for guidance in all matters pertaining not only to the business but to the civil and religious interests of the country.

At the present time there is an enormous balance of trade in favor of the United States, a demand for American products in all parts of the world. With imports falling off and the American markets supplied by American manufacturers as it never was before, there is no end to our prosperity. If business is conducted on a conservative basis there can be no fears for the future.

Ethics in professional life are no different than ethics in business or social life. Moral lines are the same, but in professional life they are probably more tightly drawn. Professional people as a whole consider it unethical to advertise. This is especially true of the medical profession and a doctor who advertises is looked upon as a quack or patent medicine fakir. There was a time when no reputable dentist or architect would think of such a thing as advertising or

even soliciting business, but of late years their code of ethics has changed and the professional man who advertises in a legitimate way gets the business.

Ethics or morals are largely a matter of conscience and every Rotarian knows in his own heart what he should do and how he should act in order to faithfully perform his duty or obligations as a Rotarian. I am not asked to treat on this subject but cannot refrain from calling attention to the fact that loyalty is one of the tenets of Rotary, and yet how few there are who faithfully live up to it. I know of instances where Rotarians not only failed completely to benefit fellow members but who unwittingly or unknowingly actually worked against them in a business way by trading with those who were not members and even boosting the article to their friends when perhaps a Rotarian could have supplied better values but was not given the opportunity.

To be ethical we must be loyal. Without loyalty our organization will fall. We must eliminate selfishness. We must not expect more from a member than we are willing to give. We must take a personal and fraternal interest in the club and its members. We should always try to speak a good word at the right time and to give Rotarians the preference wherever we can do so without injury or loss of business to ourselves.

Haven't You Something to Sell to 7000 Business Men?

¶ *The Rotarian* reaches approximately 7,000 Rotarians of the United States, Canada, Great Britain and Ireland every month.

¶ These 7,000 business men are kindly disposed towards you, they are interested in what you are doing, they are in a receptive mood—talk to them in our advertising columns.

The cost is small when you take into consideration the select circulation.

The Extension of Rotary

By President Glenn C. Mead

THE report of the Committee on Club Extension, found on the inside front cover of the October issue, calls for very little comment or explanation, owing to its concise and explicit phraseology. The plan for extension work embodied in this report was alluded to in the September issue of "The Rotarian" as one of the plans for the year which the Directors and Officers of the International Association had unanimously approved at the meeting of August 9, 1912, immediately after the adjournment of the Convention at Duluth. The suggestion of having a fund to back up extension work with, came from representatives of those sections of the country, where there are fewest Clubs and where most extension work is to be done. It therefore reflects the sober judgment of the men on the ground, who are best acquainted with the demands of the situation.

Two purposes will be furthered by the creation of an extension fund; first, new Clubs will be more speedily organized; second, new Clubs will be properly organized with the highest grade of membership and the best conception of Rotarian principles. In the Southern District embracing ten great states there are only three Clubs with an aggregate membership of possibly two hundred members. Is it any wonder that Vice-President George W. Clark is dissatisfied with this situation in his wide jurisdiction? Is it reasonable or business-like that individual members of the three Clubs at the remote corners of this Southern District should pay their own traveling expenses when they visit a city for the purpose of assisting to organize a Rotary Club? And if they, or other Rotarians from still more distant points, do not personally assist and advise in the formation of new Clubs, what is to prevent such Clubs from starting so badly and with so contracted and inaccurate notions of Rotary that they hurt the name and cause not only in the community where they may spring up but also in all other communities? Is it not worth something to every Club in the Association to spread the growth of Rotary, at the same time safeguarding its high quality?

The present plan is intended to facilitate the extension of Rotary by supplementing the good work done heretofore in a casual and haphazard way. There are a number of cities—not in the Southern District either—where Rotary Clubs are conspicuous by their absence. Those who know say the trouble is that these cities have never received anything but "between trains" attention, whereas the stay of a day or two by a well-posted Rotarian would have effected the creation of a club. Should a Rotarian, who stays an extra day in a city for the purpose of talking Rotary to a number of business men in the evening, be required to stand the expenses of his lengthened visit? Are not the work, the thought and the extra time sufficient "service" in this work of founding new Clubs, without taxing the individual's pocket-book also? The garden of Rotary, like any other garden, requires care to keep out the weeds; and the gardener, though he loves his work, is not for that reason to be imposed upon.

These points should be clearly noted:

1. The proposed extension fund is to be created by voluntary contributions from the different Clubs. Any Club not contributing will be understood to have the best of reasons for its course.

2. Traveling expenses only of such accredited Rotarians as assist in the formation of new Clubs, are to be paid, upon approval by the proper Club President, the Vice President of the proper District, and the President of the International Association.

3. Rotary is easily misunderstood in a community unfamiliar with it; the use of the extension fund is intended to prevent misunderstanding and to enable new Clubs to start right. If we are to have new Clubs, let them be true exponents of Rotary from the beginning.

4. Much of Rotary extension in the past has been neighborhood work, quickly and easily done. The problem now confronting us is one of greater distances and more stubborn conditions. The present Clubs are so uniformly strong that something may wisely be spared for the newcomers. This is an age of scientific nursing, as well as efficient management.

Successful Manufacturing

By J. O. Gantner

Member of the San Francisco Rotary Club

Mr. Geo. A. Mattern and the writer started in the manufacture of knitted goods about 11 years ago, with more nerve than capital; but this nerve was backed with the experience gotten by many years of hard service working for others in similar lines. In other words, we had the foundation for success,—knowledge: and knowledge IS power. We were blessed with health and the determination to work. We put in many a 16-hour day during the first years of our career.

From the beginning, we aimed high, with a view of making better and more perfect goods, rather than trying to beat the Other Fellow's prices.

The wearing apparel line being subject to frequent whims and changes in styles, we have always tried to be as original as possible, realizing that this point, in a measure, lifted us out of competition with the ordinary goods made by every "Tom," "Dick," and "Harry."

Naturally, we did not overlook the very important business point of trade-marking our line; and today the "G & M" trade-mark on underwear, sweater-coats, bathing suits, etc., is recognized by most of the leading dealers as "Successful Merchandise."

In all dealings, with our help as well as with our trade, we try to pursue a liberal policy. It's pleasure and pays well.

When a customer registers a complaint, if he is not deliberately trying to rub it in, which seldom occurs, we "make good" Johnny-on-the-spot, as gracefully as we know how. No advertising pays better.

Referring to advertising, I think our best wholesale medium is through our traveling representatives. We do not hesitate to make a new territory for the reason that the first or second trips prove a loss,—we eventually win.

Referring to the advertising end of our retail business, I consider the location and the fitting up of the store and windows the most important; then the salesmen and the service; then a reasonable amount of space in the dailies; then a well gotten-up illustrated catalogue, backed with good correspondence. For general publicity: street-cars, bill-boards, theatre programs, etc.

Summing up the requirements for the successful manufacturer, I would consider the following:

1. Sufficient capital to make either a small or large beginning possible.
2. Thorough knowledge of your business, supported with hard intelligent work.
3. Shrewd buying of raw materials. "Well-bought is half sold."
4. Intelligent economy in factory management.
5. Originality and quality in your productions.
6. Trade-mark everything that is right.
7. The ability to select good salesmen and lieutenants.
8. Don't worry.
9. Advertise carefully in a clean, believable manner, within your means.
10. Smile—look successful; nothing succeeds like success.

The Point of "Objects" Lies in the Application Thereof

The St. Francis and Stewart hotels of San Francisco have gotten out the following clever stuff with apologies (sic.) to the Constitution and By-Laws of their Rotary Club:

For the promotion of the business interests of the members we invite you to make your out-of-town business appointments in our lobbies.

For the promotion of loyalty, good-fellowship and sociability among the members we invite you to make free use of our public services.

For the promotion of the best interests of San Francisco, and the spreading of civic pride, recommend us to your traveling acquaintances and out-of-town friends.

For the education of the members in new, progressive and successful business methods, mingle with the world travelers and visiting business men who stop with us.

The Reward That Came to a Man Who Studied Rotary

By James H. Conlon

Secretary Rotary Club of Pittsburgh

A GENTLEMAN whom I met at the Duluth Convention joined a Rotary Club (one of the liveliest and largest on the circuit) primarily to keep the other fellow out. In other words, the proposition was sprung on him, he didn't analyze it particularly, it looked good to him, sounded better and rather than take a chance on letting his competitor get in on what might possibly be a good thing, he joined and went along for a while rather sizing it up and absorbing the thought until he realized that down underneath was something worth while.

He took hold of that something with both hands and helped it along and when he found that the helping was good he was satisfied that he had landed in a bunch whose principles and practices were sane and sound and while he had always been one to serve he developed a respect and admiration for an organization that preached and practiced emancipation from self, that made a business of helping and serving others.

Quite naturally he was a good member and later that Club honored him with the presidency. He served that Club as president faithfully and well and during his term he cleared up unsatisfactory conditions, increased its membership and has done more than any other one man in the organization to make it a flourishing club, and strong, not only in numbers but in spirit and he developed that love of service in his club to a high degree.

What wonder is it then that he has been rewarded with a Vice Presidency—a bower of Glenn C. Mead. Glenn Mead will have to lean hard on those “bowers” during this year. They have lots of work to do but it is a cinch that he can lean as hard as he wants to on that man and he'll find him “there with bells” and yelling for more.

It goes to show the skeptics and those who are taking the wrong slant at Rotary that if you join a Rotary Club, no matter how or under what conditions,

that you should be fair enough to study it and absorb its principles, give it a fair shake and at least attend as many meetings and luncheons as you can, for if you do attend meetings and luncheons you are sure to get acquainted and if you get acquainted you are sure to appreciate the happy bond of friendship that inevitably results and with this bond stretching out to and around every member of your club you are absolutely sure to profit by it and you will glory in the desire it stimulates in you to render service for others than self.

Do as this man did but after you are admitted get down among the vitals as he did, study the meaning, practice the principles as he did and you will carry away in your hearts a love for the movement and a desire to serve which will do you good and awaken your senses to a realization that there are other things in this world while besides a strip of paper, specially prepared by the government, with green ink on one side and more green ink on the other, for after all it is only the things you do for others that are worth while any more.

This man tells the truth when he passed along the message “That Rotary is the great eradicator of that all too prevalent grouch that business men hold toward each other” and that “Rotary is the greatest organization for the promotion of commercial, fraternal and civic betterment in the world today” and if you will get these ideas thoroughly inoculated in your systems and nurse them along there is nothing in the world to prevent you from being as good a Rotarian as that man and some day they'll need you up on the firing line to help lead the greatest movement that has ever been launched.

His thought of “All in the open for the benefit of all” is a happy one and right. We are not bound by conventions or secrets but we are bound by a bond of friendship that you can't beat unless you cheat.

Municipal Bands

DR. ED. M. Hiner, chairman of the Entertainment Committee of the Kansas City Rotary Club wants the support of the Rotary Clubs for the movement to provide Municipal Bands in all cities. He declares: "There is but one way to interest the public and the children in the better class of music and that is through municipal methods and especially by municipal bands."

Dr. Hiner is the director of the Kansas City Municipal Band and his work has been receiving favorable comment from the American Musician and Art Journal as well as from the Kansas City press. The Kansas City Star is quoted as reporting that "nearly 6,000 persons stood up last night on the Concourse at Gladstone Boulevard and St. John Avenue at the close of the municipal band concert and sang The Star Spangled Banner." "Now, in our opinion," says the American Musician, "an audience of nearly 6,000 persons is one that ought to prove the success of the undertaking."

The success of the Kansas City band does not satisfy its leader. He wants to see a municipal band in every American city and gives the following account of his experiences:

"We have served under three changes in the political affairs of our city, which plainly shows that we have lifted our organization and our work out of the reach of the politicians. This can be done, but not if you allow yourself to be dictated to or influenced by any class, creed or political faction.

"The director and his musical organization need the support of the press, which they must gain by work and not by word.

Prove to the editors that you are laboring incessantly for this worthy cause, rather than for personal aggrandizement. Send programs to all the papers every day, and if one paper should show lack of interest and fail to publish the programs for several days, do not argue, but see that the program reaches that paper every day just the same. In the past five years I have not failed a single day in making sure that the night program was in the hands of every daily paper in Kansas City."

"The director of a municipal band must know the children and how to handle them, for through them he will in later years see the result of his efforts. Treat the children right and they will come back, bringing their parents with them. Through this method the director will reach, generally speaking, the class of people who do not attend symphony concerts."

In Europe and the Spanish-American countries municipal bands are a part of the life of the people. Their music is an enjoyment and an education to men, women and children of all classes. In America the municipal band is often looked upon and even promoted as a commercial asset to the city as well as an educational factor. It is sent out on tours to advertise the city.

In any event such a band is a good thing for a city and it may be that Rotary Clubs looking for something to do for the community can find their opportunity in the promoting of a municipal band.

The great problem of course is the financial one. How shall the band be maintained?

C. R. P.

A Toledo (O.) Injunction to Rotarians

Some of you quiet members are not mixing up enough. You come to lunch, slip into a chair, eat, listen and slip out again. Remember, part of Rotary's idea is to beget business by personal acquaintance and friendship. If you don't know a Rotarian well, go up to him and get thoroughly acquainted. It's his Rotarian duty to receive you cordially, and he will do it. No Rotarian should long remain unknown to another. During the week, when you are near the business place or office of a Rotarian you don't know very well, drop in and get acquainted. We are not all lively mixers in general assemblages, but Rotary is one place where you can unlimber and feel comfortable about it. The Secretary has his eye on some diffident members who are not living up to their privileges, and if they don't jolly up soon he is going to get after them. It's a part of his duty to see that Rotarians all know and enjoy one another, and he's going to see that they do it. Save your reserve and dignity for other people and occasions. When you're near a Rotarian, warm up. Thus it is commanded.

CHAS. S. TURNER, President.

H. H. STALKER, Secretary.

Recognition of Chinese Republic Pleaded For

Ng Poon Chew at Rotary Club Banquet Urges America to Take Lead

CHINA'S future and safety as a republic, so far as present indications go, largely depend on recognition of the new government by the United States, declared Dr. Ng Poon Chew last evening at the Rotary Club banquet in his honor at the Commercial Club.

"We look to America as to no other people," said the speaker, fervently. "When we unfurled the standard of revolt against despotism over historic Wuchang, we expected America to give us aid by recognition. It did not come then. When we unseated the Manchu tyranny and established the republican form of government, adopting for our provisional government practically the American Constitution, we thought surely that America would recognize us, and thus give us the standing before the world, which would facilitate our reconstruction work. But we are waiting so far in vain. Nine, ten months have passed, and we are looking to America, as our great friend in a former crisis, and still have to wait."

This thought was central in the whole of Dr. Chew's address, which was given in the most vociferous applause ever heard in the dining-room of the Commercial Club. Recognition by America is the prayer of the Chinese people, according to the speaker. They believe Europe will hesitate as long as possible, because of the unfriendly sentiment among monarchies for any new republic. Unless America leads, the Chinese declare their recognition will be long delayed and their embarrassment in reconstruction made the maximum. But should America grant recognition, the other powers must follow, money could be obtained easily for governmental purposes, China could get the republic firmly seated, administer reform laws, collect taxes, pay debts, develop industries and quickly bring the more than 400,000,000 people up to the standard of one of the greatest world powers.

A motion was made by Rufus Holman that a committee be named to draft resolutions, declaring the Rotary Club's appeal for American recognition. President F. C. Riggs put the motion, which carried

with applause, and with the further instructions that the 45 other Rotary Clubs of the United States be furnished with copies, that they might use their influence with their Congressional delegations.

Eloquence, wit and sarcasm played moving parts throughout the address of Dr. Chew, with a force never before heard here in the oratory of a foreign visitor. He rose to lofty flights of patriotic sentiment. Then he convulsed the audience by injecting some familiar American expression, at intervals a little slang, and gave a humorous turn to the sentence as a final twist.

Most emphatic protest was entered against the terms for what is known as the six-power loan, which the world's banking interests sought to impose upon China. These conditions, he said, were to take a total of \$350,000,000, instead of the \$200,000,000 which China needed, not use any of the funds for reorganization or improvement of the army or navy, nor use other borrowed funds for this same purpose until the total of this loan was repaid; accept foreign advisers in all the expenditure of the funds received by loan, and do many other things which the speaker said the Chinese could not agree to, in harmony with their sense of national and racial dignity.

"But if the foreign powers will keep their hands off, if they will not interfere with our government, we will work the problem out and build a great republic there," said the speaker. "It may take time. Many of the old generation raised in the atmosphere of a monarchy may have to pass. But the younger generation will rise, thoroughly imbued with the principles of a government for the people, of the people and by the people. We will give those reactionaries full, free and fair opportunity to die natural deaths. And then the great China will follow, the country equal to its possibilities, which may join hands with the sister republic across the Pacific in maintaining the peace of the Orient, and I may say further, in maintaining the peace of the whole world."—Portland (Ore.) Telegram.

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BRAVERY.

Some men are physically brave and morally courageous but have never been tested by the dread uncertainty of something to eat and of a place to sleep, by the anguish of apprehension for the welfare of family or dear friends, by the appalling consciousness of their own wrongdoing in spite of an earnest desire to do right.

Their courage has been developed amid the crash and din of battle or the exhilarating plaudits of a cheering populace. Well born in the midst of plenty, they float buoyantly down the stream of life, kicking and splashing and hallooing, little realizing the bravery of others who are continually being drawn into whirlpools and beneath waters that to them are dangerous indeed but with a dogged perseverance that is courage divine, keeping steadily on their way too down life's mystic stream to the same ultimate judgment seat.

BUFFALO—THE CONVENTION CITY.

Although all the Director's ballots are not yet in there have been enough votes cast for Buffalo to constitute a constitutional majority and make certain that Buffalo will be named as the city to entertain the 1913 Rotary Convention. Niagara Falls will be one of the attractions of course. All the affiliated clubs were invited to express a preference as to the city for the convention; 25 of them responded, 15 for Buffalo, 7 for Cincinnati, 2 for Dallas, and 1 for Cleveland.

Is there any better month than August for a Rotary Convention? If you think so, let us have your recommendation. President Mead will welcome any suggestions that may lead to a larger attendance and a more successful convention.

The Committee on Convention Program and Topics will be announced very soon.

The Buffalo Club will appoint its Convention Committee at an early date.

"Never give up: for the wisest is boldest,
Knowing that Providence mingles the cup;
And of all maxims, the best, as the oldest,
Is the stern watchword of 'Never give up!'"
—Holmes.

THANK YOU, PHILADELPHIA.

The Philadelphia Rotarians seem to consider that because the President of the International Association is a member of their club they ought to take the lead in supporting THE ROTARIAN and they are doing it in royal style. They are always on time with their news notes, they give us special articles and helpful suggestions, and THEY ARE CARRYING MORE ADS WITH US THAN ANY OTHER CLUB. Who said that Philadelphia was slow? Into the Ananias club with him!

HARMONY.

The rivalry between the Twin Cities (Minneapolis and St. Paul) has long been a thing of wonder and regret but now the Rotary Clubs of these two cities are exchanging monthly visits and this should lead to the development of a spirit of harmony and co-operation between these two great cities which will be the wonder of the nations of the world.

AN EXPLANATION.

When the President or Secretary of a club fails to discover any news notes from his club in THE ROTARIAN he writes us: "Why do you slight us?" The fact is the club has slighted THE ROTARIAN by not sending in any news items. We are here to publish news from ALL the clubs but we have to depend upon the clubs to furnish us their news and get it to us in time for publication.

SOME BEAUTIFUL PICTURES.

We are in receipt of a package of fourteen large, beautiful pictures of Colorado scenery which Mr. L. C. McClure, the Rotarian photographer of Denver, Colo. (2104 Glenarm Place) has generously donated for the use of The Rotarian.

BEWARE.

Be not flattered if your opinion is asked by some great man thinking that he thereby concedes your superiority to him—probably he merely wants to hear you second his motion.

FRANKNESS.

In the Rotary Club men get back to the frank, wholesome fellowship of the days "when we were kids."

Do you remember when a new "kid" moved into your neighborhood? You and the other boys in your crowd sized up "the new fellow," tested him, found out if he had the right stuff in him and if he stood the test you adopted him as one of you. It's the same in Rotary.

A MODERN INTERPRETATION.

A Sunday school teacher asked for volunteers in her class to explain what the expression "the quick and the dead" meant to them. After a long silence a bright boy of nine arose. "Quick," he said, "means you must look sharp enough to dodge the automobiles. If you succeed in dodging them you are 'quick,' and if you don't you are 'dead.'"

WHAT THE CLUBS ARE DOING

COLUMBUS (O.).

The Rotary Club is studying the various forms of municipal government, in anticipation of a movement for a change locally under the new municipal home rule provision of the constitution.

At its first meeting this month, Walter J. Sears addressed the club on the commission plan, urging it as the most satisfactory. He predicated his arguments on the theory that the commission plan would take municipal affairs largely out of control of politicians.

Martin A. Gemunder, secretary of the sinking fund trustees, will address the club at its next meeting, October 29th. He is recognized as one of the foremost local authorities on municipal government. It is expected that he will oppose the commission plan, as his position on this has been announced.

Mr. Gemunder will advocate a form of government which he claims has the advantages of the commission plan without its disadvantages. This plan has the approval of the short ballot advocates and removes municipal government from ward politics, just as the commission plan is urged as doing. It provides for a mayor, auditor, solicitor and five councilmen elected at large. The terms are for four years. To make the short ballot plan operative in the election of these officers, Mr. Gemunder would have the mayor and three councilmen elected at one time and the auditor, solicitor and two councilmen elected at another, two years later, and all on non-partisan tickets.—Columbus State-Journal.

DETROIT (Mich.).



During the past month the Detroit Rotary Club have had the pleasure of having as guests, Mr. W. S. Anderson, of the Seattle Rotary Club, and Secretary A. A. Packer of the Chicago Rotary Club.

During the month of October the Detroit membership has been divided into ten teams each under charge of a captain whose duty will be to see that his team is in attendance at the weekly luncheon. Each member present will count one point, and each will have their own table. At the end of the month the team scoring the highest number of points will be given a theatre party by the Club. The teams and captains are as follows:

- Team A—John E. Murphy.
- Team B—P. O. Pennington.
- Team C—Andrew R. Cunningham.
- Team D—William J. Kennedy.
- Team E—Alex A. MacDiarmid, Jr.

Team F—James W. Ballantine.

Team G—Lou H. Hennes.

Team H—Alex D. Matheson.

Team I—C. Richard Brand.

Team J—Ed A. Sevald.

Director A. B. Lowrie was host to the Detroit Rotary Club on the afternoon of September 25th. The regular luncheon was held at the conclusion of which automobiles were in waiting and those present were taken to Bert's beautiful Grosse Ile summer home and a most enjoyable time was had by all present. The members were divided into four teams representing America, China, England and Lapland, each being designated by a colored cap and under a field captain who entered various members in the field sports. Each first, second, and third was awarded a certain number of points and the team scoring the highest will have their names engraved upon a handsome loving cup.

The final scores were:

Chinese (yellow caps)	24 points
English (red caps)	17 points
American (white caps)	11 points
Laplander (blue caps)	6 points

The games were indoor base ball, one hundred yard dash, stilt race, fat man's race, tin can race, chicken race, ginger ale race.

The new roster is just from the press, and Al Mann of the Cadillac Printing Company, Louis C. Katz of the Detroit Photo Engraving Company, and Tom Henry of the Henry Linotype Company have given us a work of art. A fine half-tone from photos by our Rotarian photographers, Hughes & Lyday Company is placed opposite the member's classification. D. H. BOWER, Assoc. Ed.

DULUTH (Minn.).

A rousing meeting of the Rotary club was held last evening following a dinner at the Commercial club, which was attended by seventy business men of the city. Boosting for Duluth and for the "Duluth-Made" exposition to be held at the Auditorium on October 29th, 30th and 31st, were the principal themes of addresses given.

E. J. Filiatrault, president of the Rotary club, advocated a closer affiliation of this club and other similar organizations with the Duluth Commercial club. Mr. Filiatrault said that the last named club should be considered the parent organization and all matters tending to the uplift and progress of the city should be taken up with the central body and its co-operation be secured.

Members of committees on the exposition, representing different organizations in the city, spoke of the progress being made toward its success. Twenty-five manufacturers have already asked for reservations and the remaining twenty booths are expected to be taken up within a few days, it was reported.

Dr. B. M. Rastall, secretary of the Com-

mercial club's industrial committee, made the principal speech of the evening. He said that a "Duluth-Made" exposition would mean a great deal to this city, not only as a means of advertising it abroad, but to advertise its home-made products within its borders. He said that when people are conversant with civic matters and with the city's industries it places confidence in them to boost that which means the city's success and prosperity.

Preparations for the big exposition are well under way. On the last evening of the show a monster "Duluth-Made" supper is planned. This will be served by the ladies of one of the local churches. At this retail merchants of the city will have an opportunity to give away advertising specialties. Only Duluth-Made products will be served at the banquet. The wholesalers and manufacturers will be given an opportunity of serving one course each at this banquet. A. J. McCulloch is in charge of the arrangements for the distribution of souvenirs by the retailers.—Duluth News-Tribune.

HARRISBURG (Pa.).



Since the summer vacation the Harrisburg Rotary Club has had several important semi-monthly meetings.

The first was at the Roshon Studio, where "Photography" was interestingly discussed by Rotarian Roshon.

The next was in the Herman Building, where Rotarian Herman had a fully equipped cigar factory in operation and at which an instructive talk on the sanitary methods that should be employed in the making of cigars was given.

Vice-President Dowdell also gave a demonstration of the ingeniously made Burroughs Adding Machines, which do their work so rapidly and so accurately that the figures don't have time to lie.

Another meeting was in the chapel of St. Andrew's Episcopal Church, where Rev. J. F. Bullitt, the host, an honorary Rotarian, expressed his views on what should be the relation of Rotarians to the church. At this meeting the ladies of St. Andrews served a very appetizing luncheon, which not only gratified the "inner man," but impelled the outer man to express his appreciation in resolutions of thanks.

Prior to his departure for Winona, Minn., the club expressed its regret over ex-President Kinsloe's leave-taking, and wished him abundant success in his new field of labor.

A division of sentiment as to what Rotary means and its adaptability to existing conditions hereabouts, is causing considerable discussion among our members. Various talks on this topic are being programmed for future meetings.

The writer offers the following little contribution at this time:

"Rotary, to succeed, must rise higher than mere selfishness, or the appearance of clamminess.

"A man who joins a Rotary Club with the sole aim of getting what he can out of it, will measure results according to the business he gets. The results being limited, his selfish expectations will not be realized and a disgruntled feeling is noticeable in the member.

"Rotarians are manufacturers, merchants, partners, managers and salesmen. As a class, they have a mental equipment above the average. Disguise it as we will, a subconscious thought asserts itself with a recoiling effect when the subject of restricting Rotary to the mere exchange of dollars and cents is considered. Such men look for something higher and better. The patriotic and the philanthropic appeal to them. There is a desire on the part of such men to reach out and help to make the community better, and by making the community better, they indirectly help their fellow Rotarians. Such loftiness of purpose commands respect, and when an intimate acquaintanceship, by reason of Rotarian association, begets respect, business exchange must necessarily follow, but the respect entertained for each other will then make us appreciate the business exchange, whether it be large or small.

"Therefore, Rotary, to succeed, must be based upon the best that is within us."

W. M. ROBISON, Assoc. Ed.

JACKSONVILLE (Fla.).

Rotarians of Jacksonville gathered last night at the Aragon hotel to give formal welcome home to their president, George W. Clark and Loren H. Green and David H. Doig, members of the Jacksonville Rotary club who have recently been in attendance as representatives to the annual convention of the National Association of Rotarians, held in Duluth, Minn.

The reception took the form of a banquet and it proved to be a very happy function, the pleasure of the occasion being added to by delightful manner in which Harry B. Hoyt presided as toastmaster. Mr. Hoyt was full of ginger from the very first, and had that beautiful faculty of remembering every member and guest present, to whom occasionally he would refer in a poetic vein.

In a peculiarly happy vein Mr. Hoyt then introduced F. O. Miller to answer to the toast, The Man of the Hour. In his characteristic style, Mr. Miller paid tribute to President Clark, who he said has shown "perfection," and after paying further tribute to the head of the local organization presented him with a handsome silver loving cup, mounted on an ebony pedestal. On the front side of the cup was engraved:

To George W. Clark.

First President.

Jacksonville Rotary Club.

Vice President International Association of Rotary Clubs.

To our leader during the time of stress and storm, to our representative, honored by the international order and above all, to our friend

and comrade, do we present this token of our appreciation and esteem.

The Rotary Club of Jacksonville.

On the reverse side of the cup was the insignia of the Rotarians, a wheel, equipped with wings, under which are the initials G. W. C. and the date, October 17, 1912.

President Clark was affected by the testimonial of his fellow Rotarians. In fact, he was seen to gulp to keep down that greatest indication of appreciation—tears. It might have been three minutes and yet it seemed an hour before he could gather himself together to respond to the tribute paid him by Mr. Miller. But, after gathering himself together he, in words that evidently came straight from the heart, expressed his appreciation of the honor paid him, and then told of the work done by himself, Mr. Green and Mr. Doig, at Duluth, he however, claiming a very small part of the credit that was due the Jacksonville delegation.

The Rotarians also remembered the other two members of the delegation, Loren H. Green and David H. Doig, each of whom was presented with a beautiful gold watch charm. On the front of each was the emblem of the order, while on the reverse side was the inscription: Presented to (the name of the recipient here being given) by Jacksonville Rotary club, 1912.

The presentation to Mr. Green was made by Dr. W. M. Stinson, under the toast, Eloquence, God's Noblest Gift, while that to Mr. Doig was made by Charles H. Mann, to the toast, The Majesty of the Law, both of which were responded to in a most happy manner.

Other toasts responded to were Rotarianism and the Business Man, by John D. Baker, Rotarianism and the Professional Man, by George E. Leonard.

The whole affair was one great success and evidenced the fact that each and every one of the members was very much of a live wire in the improvement and advancement of Jacksonville. Much, in fact most, of the success of the affair was due to the admirable arrangements which were made by the committee in charge, which consisted of Dr. W. M. Stinson, H. B. Hinium, Harry B. Hoyt, Harry Hasson, George E. Leonard, Frederick W. King.—Jacksonville (Fla.) Times-Union.

KANSAS CITY (Mo.).

In the Kansas and Missouri language, "We have come."

We took our cue on politics from the Chicago convention, and decided much more could be accomplished through co-operation than through competition.

The Kansas City Rotary Club's recent election was one of the most beautiful examples of brotherly love and co-operation ever seen in a club election.

Only one name was offered in nomination for each of the officers, and six names offered in nomination for the five places on the directorate.

The election of officers, of course, was but one long continuous cheer for every one present deemed it an honor to vote for every officer, and the steam roller worked magnificently against an imaginary second ticket, up to the election of the directorate.

With bated (I believe that's the word) breath, we awaited the fall of the executioner's ax on the head of some poor unfortunate who wouldn't be allowed to serve on the directorate, because of the nomination of one more than the number to be elected, when from the puff-ball clouds of smoke, our Brother F. E. Turner, President of the Kansas City Elevator Mfg. Co., one of the nominees for election, rose and moved that the following nominees be elected as directors (and he got away with it):

C. A. Willits, Proprietor Walk-Over Boot Shop.

W. M. Federmann, Druggist.

Russell F. Greiner, Vice-President Union Bank Note Company.

Harry L. Burk, Manager Peoples' Ice Company.

Milton A. Wengert, Wengert-Bishop Hardware Company.

So ended one harmonious election to the joy and gratification of every good Kansas City Rotarian.

The following week our new president, Burton J. Pierce, delivered his inaugural address, extracts of which follow and show him to be one of the most progressive members of Rotary in thought as well as in action:

"The Rotary Club has grown wonderfully in numbers the past year. The enthusiasm and interest shown in our Club by the members is all that could be desired, and I believe our members are beginning to fully realize what true friendship and service mean. That this organization is a body of such force that nothing can retard its development and the good we have each received is nothing compared with the good that is in store for us in the future, if we carry out the objects of Rotary.

"We are all seeking success in our various lines of business and professions, but I believe the Rotary motto, 'He profits most who serves best' is not fully understood by all of our members, especially the newer members. Some seem to think they have a right to expect another member's support and patronage simply because he is a member of the Rotary Club. If any member has this idea in his head, he should banish it for it is a mistaken one. If you want Rotary business and the benefits of Rotary influence, forget self, if possible, do all you can to advance the interest of your brother member, and see if you do not reap the benefit. I believe in that kind of persuasion rather than buttonholing a member every opportunity and asking him for business.

"Our organization has met with some criticism the past year because certain concerns outside of Rotary have thought they were not meeting with the success they should, for the reason that Rotary Club principles called for discrimination against them. They have found that they were mistaken, and that the Rotary movement does not obligate us to patronize one another, but that Rotary is an advanced idea that makes us broader and more successful men. When they have fully understood our position they have given up their idea of crushing us, and in some instances, we have found, that it was pure jealousy, and they who reviled us most would now give almost anything to be one of us. Criticism is all right, but it must be well founded; there must be a reason for it; no man should be criticized for adopting means to obtain business because his methods are not in harmony with accepted theories, and I tell you, gentlemen, the best thing those outside of Rotary can do is to follow our precepts, for they can then have an opportunity to appreciate that the Golden Rule, 'Whatsoever ye would that men should do to you, do you even so to them,' is a rule for the whole world to follow, and they should not let petty jealousies creep into their natures, because Rotarians practice what they preach. An achievement, no matter what it may be, that does not give infinitely more than it takes is not real. This principle applies undeviatingly to all trades and conditions, to all men, from the man who rules our great financial institution to the one who sweeps our streets, and as long as we render real service we may expect reward, and when we cease to be of use we deserve to be replaced. Even a king, when he ceases to be of use, is deposed; when a porter fails to perform his duties satisfactorily he loses his job; the bootblack, when he fails to give a good shine,

loses his trade; the merchant who fails to deliver value loses his patronage; the professional man who fails to show a proper consideration for his patronage, loses it; the manufacturer who fails to keep up with the trade procession, loses his trade, and so on, look where you will, in every business, trade or profession, and you will find that success in its true sense means to serve, and he who serves most faithfully achieves success.

"Now, gentlemen, let us go into another year with enthusiasm for Rotary. Think of the opportunities that are about us; cherish the business acquaintanceship and friendship and let us strive to make this next year a success from every view-point."

The Kansas City Rotary Club has inaugurated one of the most useful ideas that has been born to Rotary—the establishment of a 'Round Table' at the Rotary Hotel, The Baltimore. Here members congregate each noon and swap yarns, ideas and good-will.

WILLIS M. HAWKINS, Assoc. Ed.

LINCOLN (Neb.).

The attendance at our noonday luncheons is being maintained and is gradually increasing. At our last meeting we had an attendance of 85 out of 128 members. At the 3 last meetings we have averaged 81—not so bad for the short grass country.

The meetings and programs of September 21st and 28th were under the entire charge of B. A. George and Dr. C. F. Ladd and they were certainly a credit to any organization. The plan adopted of appointing a new member each week to preside at the noon luncheon, who has the arrangement of all the details of program, securing of souvenirs and issuing of the notices, is proving a great success. At none of these meetings was there been an idle moment—something doing all the time.

Our regular monthly night meeting occurred October 4th at 6:15 p. m. W. S. Whitten, Secretary of the Lincoln Commercial Club, delivered the principal address, taking as his subject the co-operation of all clubs for the advancement of a bigger and better Lincoln.

B. A. GEORGE, Assoc. Ed.

LONDON (England).

On the 1st of October we had our first after session meeting. The attendance was pretty good, and we took advantage of the moment to put through eight new members, and should not have minded if there had been double the number. We want to get our membership considerably over the century by the end of this year, as in January we have an entire change of officers, and we want to give them plenty to do.

At this meeting, we initiated Mr. James Wood Pogue, of the Sheldon School, London, and after dinner, out of gratitude to us, he gave a very fine address, the subject being "The Man of the Future."

Those who know Mr. Sheldon, and his teaching, can easily imagine that the subject, in such able hands, or shall I say mouth, was creditably treated, and I can assure you that the speech was keenly appreciated by the audience.

I really must congratulate you upon the September issue of *The Rotarian*; it is real good, interesting and instructive, also there seems to be more of it. I see you have our old friend, Secretary Downie, of Cleveland, occupying a prominent position. He was one of our American visitors last summer. We hope

for the pleasure of seeing many more American Rotarians in London.

E. SAYER SMITH, Hon. Sec'y.

LOS ANGELES (Calif.).

The civic organizations of Los Angeles expect to erect a splendid building devoted exclusively to the use of clubs and associations engaged in civic, social and public welfare work. The Rotary Club is active in advancing the project.

At present the Rotarians are holding their meetings at the Union League Club where they recently entertained Senator William Alden Smith, Chairman of the Senatorial Committee investigating the Mexican situation.

At the same meeting the Rotarians subscribed \$4,000 to the great ocean-to-ocean highway fund. Amid a tremendous outburst of enthusiasm eighty-one of the Rotarians got their names on the subscription list and it was all done in five minutes.

MINNEAPOLIS (Minn.).

The Minneapolis Rotary Club has just elected a president to fill out the unexpired term of our late President Sheridan.

President Smith is a retail sash, door and inside house finish man and is an enthusiastic Rotarian. We are looking forward to a very prosperous winter campaign. Our belated picnic was held recently at the club house of the Interlachen Country Club and after a series of out-of-door games, the members with their wives sat down to a fine dinner. After dinner the floor was cleared for dancing.

The problem which confronts our entertainment committee which is in charge of the weekly programs, is how to make the luncheons so attractive that members cannot afford to miss them. Some members want all work; some want all play and the entertainment committee finds difficulty in suiting both classes. We have had many speakers of note to address us and have a goodly number in reserve.

The secretary of the Minneapolis Rotary Club wishes to acknowledge receipt of weekly letters from practically all of the other clubs, to extend his thanks for these letters, to pray for their continuance and to acknowledge without shame that he feels at perfect liberty to plagiarize from the literary efforts of the other secretaries when he finds something which looks good, believing this to be a truly Rotarian spirit.

GEO. L. LANG, Assoc. Ed.

Who Began Spanking?

Bobby had been spanked by Daddy. When he had sufficiently recovered from the shock to engage in reflection he appealed to his mother.

"Mama, did Daddy's daddy spank him when he was a little boy?"

"Yes, I suppose so."

"Did granddaddy's daddy spank him?"

"Very likely."

"And did his daddy spank him?"

"No doubt he did."

"Well, who started this darn thing, anyhow?"

PHILADELPHIA (Pa.).



In response to the Associate-Editor's request for advertising in "The Rotarian," our fellow member, Joseph T. Kinsley, President of the Pennsylvania Taximeter Cab Company, responded in person fifteen minutes after he had received the request and signed a contract for one full page in twelve issues. This is the spirit that makes Rotary successful and we are hoping to cheer the heart of Secretary Perry with similar contracts many times during the coming year.

It is quite proper to mention here that Rotarian Kinsley is building an additional garage for the purpose of taking care of and furnishing supplies to fine permanent and transient cars. This is in addition to the operation of taxicabs and Packard Touring Car Service.

At our last meeting President Mead delivered a report of the visit of the Philadelphia delegates to Duluth and was accorded a very hearty welcome by all present.

General Manager S. C. Long of the Pennsylvania Railroad also delivered a very interesting address at the same meeting.

We have been favored with two visits from Ex-President Kinsloe of the Harrisburg Club during the last month.

One of our recent luncheons was addressed by Mr. H. St. Elmo Lewis, National Advertising Manager of the Burroughs Adding Machine Company. It is unfortunate that we cannot have someone of Mr. Lewis's calibre to address us every week, and our Luncheon Committee is working hard with this end in view.

Rotarians Hulst and Latta are receiving congratulations on the birth of Baby Rotarians. Rotarian Willgoes announces the arrival of a daughter in his family. Unfortunately, she is ineligible for membership.

Secretary Boyd, of the Belfast Rotary Club favored us with a short visit on his way to Chicago. He was the guest of International President Mead during his stay here and was shown the sights of our beautiful city as a passenger in one of Rotarian Kinsley's taxicabs. Mr. Boyd made an excellent impression and we hope to see more of him.

The article written by Rotarian Sheip for the Philadelphia Number of "The Rotarian" received special mention in the current issue of "Barrel and Box" a magazine devoted to the interests of lumber and lumber men. This article brought forth a warm commendatory letter from Hon. Gifford Pinchot, the world-famous forestry expert.

Rotarian Willgoes has given a contract to Rotarian Hall to erect a 5,000 gallon tank which follows a similar order recently com-



Photo by Phillips.

E. J. BERLET

President of the Rotary Club of Philadelphia.

pleted. Rotarian Hall also has an order in hand to erect a 20,000 gallon tank for another Philadelphia manufacturer.

President Berlet believes he has laid the foundation for a successful Rotary club at Atlantic City (N. J.) and in this good work he has had the assistance of Director A. H. Geuting. The organizing work has been left in charge of Mr. Leonard D. Algar and International headquarters have been advised to lend their assistance. Our President has a branch store at Atlantic City which enables him to know how to get things started there.

CHAS. A. TYLER, Assoc. Ed.

"Our mental attitude toward the thing we are struggling for has everything to do with our gaining it. If a man wants to become prosperous, he must believe that he was made for success and happiness; that there is a divinity in him which will, if he follows it, bring him into the light of prosperity."—Orison Swett Marden.

"The whole world stops and heeds the man with a new idea and a will to back it."—Common Sense.

PITTSBURGH (Pa.).



We have made a splendid start on the work of the Club this year. President Flagg has appointed good committees and they are doing things.

Eight good men have been admitted to membership since our first meeting in September and at present there are eighteen applications in the hands of the membership committee to be acted upon.

Next year when the Convention assembles we hope to be entitled to at least five delegates. That is the mark that has been set and every man in the Club today has been elected a committee of one to increase our membership and will be held to account.

Impressions of the Duluth Convention still continue uppermost in the minds of the delegates who attended that wonderful session. Thoughts of the high caliber of the men who helped make Rotary history during those four days, their earnestness and unselfish efforts in behalf of this great movement and their unflagging loyalty to the International officers will never be forgotten and they secured food and thought sufficient to last for a long time and enough to spare for the good it will do this organization.

C. H. Bunting and R. W. Johnston were the Pittsburgh Rotarians on the famous trip of the "Made in Pittsburgh Train" that made such a successful and beneficial trip to the northwest, west and south in their very commendable endeavor to give the people of something over forty cities an opportunity to know and see what we were capable of doing in this delightful old town. Rather a task of carrying the mountain to Mohammed.

They report a dandy time as well as accomplishing great good and speak in glowing terms of the treatment accorded them by a committee from the Rotary Club of Dayton headed by President Scott Pierce.

Brother Pierce was thoughtful enough to inquire of our headquarters if there were any Pittsburgh Rotarians on this train and this sort of thing appeals to us and is all the more convincing that membership in this organization of Rotarians has a value from a fraternal standpoint second to none. Every member of this Club appreciates this kindness to their fellow members.

At the encampment of the United Spanish War Veterans which was held at Atlantic City during the past summer, Oscar T. Taylor of this Club was elected Commander-in-Chief.

JOS. H. CONLON, Assoc. Ed.

The Chambers of Commerce and Commercial Clubs of the various cities are coming to understand and appreciate the Rotary Club as a worthy and beneficial institution for the community.

SAN DIEGO (Calif.).

"Having recently returned from a trip to California I can give a good report on a club I helped to start there last year. One of the most pleasurable experiences that I had when I was on the coast this trip was the entertainment given me by the San Diego Rotary Club at their noonday luncheon, October 10, 1912.

"San Diego is located very nearly the furthest southwest point of the United States, a few miles north of the Mexican line and a 3 1/2 hours' ride by train from Los Angeles.

"A year ago it was my pleasure to visit all of the larger cities on the Pacific coast. I must say that I was more impressed by San Diego as to future possibilities than almost any other town. This place might be called a baby Chicago, only they have what Chicago has not, the finest climate in the world as well as mountain scenery.

"San Diego did more building this last year per capita than any other town on the coast with the exception of one and activities are seen on all sides. They have the finest harbor on the coast and are making extensive improvements. A new railroad is expected in a very short time, and when this is accomplished San Diego will be nearer Denver by direct line than Los Angeles.

"These are a few of the things that were told me by the San Diegoans and I certainly believe with them that it will only be a matter of a few years when they will have one of the largest and finest cities on the Pacific coast.

"The San Diego Rotary Club boys are a set of dandy good fellows: they have a club of about eighty-five members and are bringing in new members at every meeting."

GORDON M. PROUDFOOT,
Member Rotary Club of Chicago.

TACOMA (Wash.).

In order to introduce as much variety of program as possible into the meetings of the Club, each one of the Board of Directors has been assigned a meeting of which he will have full charge, arranging the program according to his own ideas. Director Mohr of the Mohr Hardware Company and "Mohr Has It" fame, has already announced that for his meeting the Club will be invited to his establishment where luncheon will be served "on him." He promises something besides hardware to eat.

Vice President Stanton at the meeting of which he was Chairman called upon President Clarke, without warning, name the members present and give their lines of business. Fifty per cent of the membership was present and the President was loudly applauded upon his giving correctly and without hesitation every name and business represented. This establishes a record and similar tests of acquaintance with members will be continued from time to time, some one member being called upon without previous notice to tell who his Brother Rotarians are and what they do. Prizes will be offered to the member who makes the best showing for a specified length of time.

Much interest is being taken in the "At-

tendance Contest." Our genial member, Warren E. Burgess, of Davis, Smith & Company, Furniture & Carpets, has offered a fine rug to be presented to the member who shows the best attendance record for the months of September, October and November. One month is now past and a bulletin from the Secretary to the members shows how they stand. The contest becomes warmer with each meeting and a general "hot time" is looked for during November.

The Club was particularly fortunate in having Mr. Charles Richardson of the Pacific Cold Storage Company, deliver an address at one of the September meetings. Mr. Richardson pointed out some of the problems which confront business men today, and urged consideration of proposed legislation not only from the lawyers but also from the business man's standpoint. Mr. Richardson has the power to hold his listeners and it was with regret that the members heard his closing remarks. Before the meeting closed Mr. Richardson's name was proposed for membership and he expressed his pleasure at the proposal. We will feel honored in having him among us.

Mr. A. L. Sommers, whose name will be found under the classification of Publicity Promoter, is a live wire Rotarian and he is making good. At the Mississippi Commercial Congress recently held at Salt Lake City, Mr. Sommers was called upon to make an address on the "See America First" movement, in which he is much interested. At this convention, Mr. Sommers introduced a resolution, which was passed, requesting President Taft to designate a "See America First Day," this date to be observed throughout the country by the schools, press, commercial organizations, etc. He is editor and publisher of the magazine SEE AMERICA FIRST, which bids fair to play an important part in the movement itself. Various issues of his magazine have brought forth many expressions of compliment from literary men and men high in public life all over the country. We are proud of Mr. Sommers.

At one of the recent meetings, part of the time was devoted to testimonials of specific benefits derived through membership in the Rotary Club. These continued to come so fast that the balance of the program was threatened and the President was obliged to postpone remarks along this line until some other meeting. This feature gets down to actual results obtained and it is worth while.

The Tacoma Home Trade League originated in the Rotary Club through Mr. Harry Cowles, now President of the League. Mr. Cowles is an enthusiastic "Home Trader" but he did draw the line, the other day, when he went way back to Massachusetts for his bride. Mr. Cowles' attention was called to his disregard of the precepts of the league and like a good Rotarian he "came through with the cigars."

WM. G. STEARNS, Assoc. Ed.

TOLEDO (Ohio).

Toledo Rotary Club is making progress satisfactory to every member. Organized last May we now have a carefully chosen membership of sixty-one with several more to be

added shortly. The membership committee has done excellent work with the result that no organization of which we have any knowledge includes a better or more representative class of men. Enthusiasm is at high tide and the luncheon meetings are well attended.

Our first regular monthly meeting for the fall season was held at the Inverness Club and was a most delightful and profitable occasion. The party went in automobiles over one of the best automobile roads in the country. Superintendent Guitteau of the city schools and business manager McKesson both gave highly interesting and instructive talks on the educational and business features of Toledo Schools. Superintendent Guitteau was so impressed with the Rotary idea that he became a member of the club immediately and Mr. McKesson will soon be in the fold.

If any of our Rotarian brethren need any pointers on how to conduct public schools, come to Toledo and see how we do it. We have just completed two new high schools which for completeness and arrangement are not excelled anywhere and which were built at a cost that would amaze the average townsman who is used to seeing public buildings cost much more than private buildings of like material and requirements.

HERBERT H. STALKER, Sec'y.

BALTIMORE (Md.).

Baltimore Rotarians do not mind the heat, for all through the summer months the weekly luncheons were held and were well attended. Sandwiched in between the hotel gatherings was a Crab Feast, and such a feast it was. Crabs in every style, in every manner, bathed in the usual liquid trimmings.

Each luncheon of the Club for the past two months has been addressed by some member from the standpoint of the business which he represents, and the talks have been most informing and greatly enjoyed by those present.

The Baltimore Club is rapidly forging to the front both in interest and membership. We have about ninety enrolled at this writing, and a great many applications on file. It is our desire to grow slowly and therefore the membership committee is instructed to scan each applicant very closely. This has resulted in a personnel which is remarkably representative.

But now to the "Bohemian Dinner" which was pulled off last evening at the Hotel Rennert, and the effects of which have not yet left the writer. This dinner was the result of a desire to do something different, and the committee in charge certainly made good.

To begin with, the success of the evening was assured by a large percentage of the membership being present. After a short business meeting, we were escorted to the hall which was transformed into "The Land of Bohemia." The first surprise was the unique souvenirs hidden under the menus, each line of business being represented by a comical trinket.

As to what the menu consisted of I am unable to report, so therefore enclose a copy which when reproduced in print will no doubt

convey a clearer impression, at least to those Rotarians who are of German extraction.

MENU

Gaumen Kitzelnde Früchte
Oliven Nüsse Kraut Salad Selerie

Yugenderwegende Gefühle
Austern in Butter gesmortuber Alkohol
gekochtnach 31 Report, Maryland
Folio, No. 999,999

(Hiskey)

Feinschmeckerei
Appetits Brödschen a la Seidewitz
Knollen Selerie Salat
Gänsewein

Krafterzögende Speise
Filet Mignon mit Champinongé und Ger-
östzete Süsz Kartoffeln a la
President Diggs

Magenschlutz
Käse mit Gambirinus Bräu
Kaffe Sigaren

The next surprise was the introduction of President Glenn C. Mead, of Philadelphia, who in his inimitable style gave us his views on Rotarianism which stirred every one present, and awoke in him his pride of being honored as a Rotarian. President Mead has certainly the interest of the Association at heart, and any club which is so fortunate as to have him address them will certainly feel the enthusiasm which he imparts, and the memories of his visit will long linger with them.

Following President Mead were several talks given by Baltimore Rotarians, both serious and humorous, and it was with some difficulty that President Diggs preserved proper decorum, and this was to be expected as one member said, "that there is no such thing as decorum in Bohemia."

Interposed between the speeches a negro sextette rendered Southern melodies, and the usual Rotarian songs were indulged in by the members. The final surprise came in the form of a professional entertainer who could monologue and perform card tricks to the enjoyment of those present.

As to when the meeting adjourned I am not prepared to say, except to this extent, that at our noonday luncheon today, there was a larger attendance than usual and there were no ill effects from the trip to Bohemia.

LEROY K. MURRIL, Assoc. Ed.

BOSTON (Mass.).



The cut at the head of this letter indicates that the Boston Rotary Club has swung into line in using the emblem adopted at Duluth. As rapidly as possible we are changing all

of our form sheets so as to include this emblem.

Let it be noted that we have adopted a slogan of our own which appears on the shield of the emblem. We have no copyright on it, however, and we recommend its sentiment to our fellow Rotarians. It is, in fact, a little bit of an addition to the other standards used by Rotary. We, in this Athens of America, shall ring the changes on these three friendly war cries, namely:

"He Profits Most Who Serves Best."

"Not Self But Service."

"Prosperity Through Mutual Service."

Our four delegates returned from Duluth full of the fire of Rotary.

At our monthly meeting and dinner, the 9th of September, President Clark gave a ringing address on the convention and the possibilities of our own Club. The address was keyed rather high, so some of the members thought, but it was not too high for those whose vision is lifted to the highest and best things in this old commercial era.

At that same dinner, the Club adopted the Model Constitution and By-Laws with such few changes as were necessary to meet local conditions. Among other things, we raised the dues to \$25.00 a year, making them payable semi-annually.

The Secretary hereafter is to be elected by the Board of Directors and not by the Club itself. Some Clubs have found the Secretary's office a bone of contention. In order to obviate any difficulty of that sort in the future, the Club very wisely placed the selection of its paid force in the hands of the Directors.

We have adopted a new badge which will be a beauty, as everybody will have an opportunity to see as soon as they are ready.

Our new Roster is now on the press and will be ready for distribution on October 14th. I shall be very glad to send a copy to each of the Secretaries.

We have found a new place for our luncheons. It is Boston City Club. This is our largest Merchants' Club, and they have very kindly given us a room every Wednesday large enough for one hundred men or more. The attendance is gradually creeping up to the size of the room.

The fraternal committee has been enlarged to twenty-one men, and the entire membership of the Club has been divided up among the members of this committee and each committeeman is to be responsible for his quota in endeavoring to secure their attendance at the luncheons and increase their interest in Rotary.

Our Club is just emerging from its swaddling clothes, and in the process, necessarily is losing some members but that itself is a sign of development. One man resigned because, as he said, "I came into Rotary to get all I could out of it and it is taking on too many ethical things to suit me."

He was told very frankly that if that was the reason for his coming into Rotary, then he had no place in the organization. We shall immediately fill the places of such men with others who are carefully selected.

Our ways and means committee has become

very ambitious. It has planned for a Rotary Exhibition the first week in December. Horticultural hall has been engaged and the Exhibition will be planned and decorated by Rotarian E. W. Campbell who has a national reputation as a builder of automobile and other exhibitions.

The Electrical Exhibition now running in Mechanics hall is the most beautiful artistic show ever attempted in this country or any other. That is the verdict of all who have seen it. It came out of the brain of E. W. Campbell.

We expect to have at least 100 exhibitors. In this way we shall make each other acquainted with our various lines of business and shall put Rotary on the map of Boston.

Since our Rotary headquarters was opened on the first of July, a number of things have been put into operation to further the interests of the members. One of these is the weekly bulletin mailed on Saturday. We call it the "Boston Rotarian." It varies in size as the need makes demand.

We are just installing a complete multigraph equipment and shall do our own printing of the bulletin and other matters. The only difficulty at present is that the Secretary has almost abandoned his own business in looking after that of Rotary, but that will adjust itself in a little while.

President Clark keeps his hand on every committee and upon the secretary. Nothing is done without his oversight. He gives a great deal of time to the Club, and in addition, he must give considerable time to Rotary in general as Vice President for the Eastern District.

The officers and directors are a unit in their purpose to place our Club in the very forefront of our splendid galaxy of Clubs by the time the next Convention meets.

If there is any service that this office can render to any of the Clubs or the individual members, we shall be glad of the opportunity.

W. J. SHOLAR, Assoc. Ed.

CLEVELAND (Ohio.)

The regular meeting of the Cleveland Rotary Club was held at A. H. Greeley's Farm, "Elmhurst," West Dover, Ohio, Saturday, September 7th. Supper was served in form of Clam Bake by Mr. Demarest.

The Club all gathered in front of the Chamber of Commerce at 2 o'clock where automobiles were provided for all members to be conveyed to the Farm. The automobiles were decorated with pennants of the "Rotary Club." Mr. Greeley had the road well placarded with signs, showing the proper directions, so that no member got lost on the way out.

The grounds were very tastefully decorated with Japanese lanterns, and appropriate signs advertising the various members' business were placed conspicuously about the grounds.

A band of fifteen pieces, directed by Mr. Robertson, furnished music to enliven the crowd. Close by the natural lake a life-saving station was established for the general welfare of the Rotary members.

Athletic contests and games were indulged

in. At the rifle range and shifty angel booths, \$51.65 was received, and this was turned over to the treasurer for the Babies Dispensary and Hospital Fund.

The prizes were awarded during the dinner, and speeches were made.

The dinner festivities were over at sundown and everybody managed to get to the city in the early evening.



PRESIDENT WEMPLE AND SECRETARY DOWNIE AT THE CLAM BAKE

The Cleveland Rotary Club sent out a unique invitation for a unique dinner on the 14th of October. It was a Flower Dinner in the Flower Shop of the Jones-Russell Flower Company. The menu follows:

Boutonnier Cocktail
Grandmother Bouquet Apetizer
Iced Flower Pot Cocktails
Dinner Course
Roast Chrysanthemums with Sweet Pea Dressing
Steamed Cactus Dahlias Springeri Sauce
Steamed Tiger Lilies
Baked Daisies Hollandaise
Rose Salad Plumosis Dressing
Frozen Carnations Corn Flower Cake
Coffee Cigar Plant

INTERNATIONAL EMBLEM SOON TO BE READY.

The Committee on Emblem have submitted a recommendation to the Executive Committee for the manufacture and sale of a very attractive gold and enamel button or emblem. As soon as the Executive Committee has approved of the plan recommended, International headquarters will be provided with a stock of the buttons and all the Club Secretaries will be notified to accept and forward orders from their members. It is understood that the best quality 14 carat button is to sell for \$1.50. There will probably be a big rush for these buttons—so get your order in early. Advance orders will aid the Secretary in estimating how large an order he should place.

THE MAN WHO SUCCEEDS.

"If there is one who is capable of succeeding and fitted to achieve, it is the man who has abandoned the petty dissipations and everyday vices of his kind, who is strong to rule his body and his mind, and who pursues with fixed resolve the path of unswerving integrity and sterling virtue."—James Allen.

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More or Less Personal



Charles H. Mackintosh of Duluth has just returned from an extended trip through the southern part of the United States where he has been inspecting logging camps and saw-mills in the interest of the Clyde Iron Works. Charles brought back with him one new story and a whole lot that are not so new.

Samuel H. Cook, who is President of the Rotary Club of Syracuse (N. Y.), when he is not busy selling automobile gears, dropped into headquarters on the anniversary of the great Chicago fire and told us how Rotary is booming in his home city.

Paul P. Harris is back at his law office trying to catch up with the work that accumulated while he was on the sick list. He informs us that he is feeling fine and wishes his best regards to be given to all Rotarians everywhere.

Leonard D. Algar is organizing a Rotary club in Atlantic City (N. J.) with the encouragement and assistance of Rotarians Berlet and Geuting of Philadelphia.

Mulford Wade who represents the Equitable Life in Akron (Ohio) has a Rotary Club well under way in that city.

Bob Mabry of Spokane who disappeared after the Duluth convention has turned up. He has been sojourning in some of the small towns of eastern Tennessee lost to the world but enjoying life just the same. He is going to be an active V. P. from now on.

Every now and then an associate editor of a club secretary wants to know why the news notes of his club didn't appear "in the last issue," when as a matter of fact "the last issue" was probably all printed and ready to mail before the news notes reached Chicago. The Editor is glad to get such complaints because it shows that somebody is looking over the magazine.

The Entertainment Committee of the Minneapolis Rotary Club is considering the feasibility of a Rotary Products Exhibition to be held at some future time at the Radisson Hotel.

George W. Schnibbe, vice-president of the Rotary Club of Baltimore, is on his way to

Scotland where he will perhaps have a chance to pay his respects to the Rotary Clubs of Glasgow and Edinburgh.

Members of the Pueblo (Colorado) Rotary Club travelled to Denver in fourteen motor cars to participate in the festival of "Mountain and Plain."

The Davenport (Iowa) Rotary Club celebrated a "German Day" on October 7th. They ate Sauerkraut with Thueringer Wurst and andere dinge. There was an Ansprache von Burgermeister Alfred Mueller and Deutsche Lieder by the club—"Fest steht und treu der Rotary Club am Mississippi."

Our genial Marathon story-teller, George J. Duncan, secretary of the Omaha Rotary Club, is reported in the hospital for an operation. We hope that this live-wire Rotarian will soon be back on the job in the pink of condition.

Captain R. L. Queisser of Cleveland is out in California with Governor Harmon of Ohio. (The Captain is on the Governor's staff.) He finds the Californians are a great people with a great country but they set too swift a pace for the Buckeyes.

Walter Whetstone is rallying his fellow members of the Rotary Club of Philadelphia to participate in a Trade Expansion Excursion in November, covering Washington, D. C., and the state of Virginia, and North Carolina.

The Rotary Club, Edinburgh (Scotland) has been organized through the efforts of Mr. W. Stuart Morrow. The officers are President R. W. Pentland, 24 Frederick Street, Vice-President Joseph Dobbie, 25 Charlotte Street, Secretary W. Stuart Morrow, Carlton Hotel.

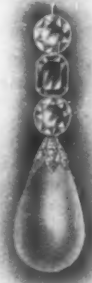
Most all the Rotary clubs are revising their rosters and getting out new editions for the 1912-1913 busy season.

Rotarian William H. Stanley is thanking the Rotary Club of Spokane for assisting him to rent the forty apartments of "The Breslin," the largest, best and most modern apartment building in that city.

"The Wheel of Fortune"—meaning the Rotary wheel of course—is the name of a breezy, well-dressed little publication gotten out by the Rotary Club of San Antonio (Tex.). J. R. Sprague is the editor and J. R. Wood the publisher. It is therefore correct to say J. are doing things.

Hon. Robert W. Bonyng spoke before the Buffalo Rotary Club October 24th on Currency Reform in the United States.

Two hundred Spokane Rotarians had special seats in the grand stand at the Interstate Fair. They jollied everybody, drank pink lemonade, and cheered the races.



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PHILADELPHIA

Walter M. Burns is an active member of the Rotary Club committee which has secured the subscriptions needed to give Spokane a series of symphony concerts during this winter.

Secretary May of the New Houston (Texas) Rotary Club says that Rotarianism is a disease there with an attack worse than the seven-year itch. They can't help talking, thinking and dreaming of it after once attending a meeting. Out of 43 paid members they had 39 present at a recent meeting.

Mr. A. F. Sheldon, who has been resting up in Dresden, recently returned to London. Later this season he hopes to visit Ireland and Scotland. His health is now very much improved.

Mr. W. G. Fern of Cape Town (South Africa) has become inoculated with the virus of Rotarianism so that upon his return to Cape Town he will surely start a Rotary there and perhaps in other cities of South Africa.

LOOK OUT FOR THE BULL.

Rotarian J. J. Smith of Chicago tells the following story on himself:

"When I was a boy about thirteen years old we lived on a farm in Iowa and this farm had a pretty good sized lake in the meadow and in the fall the cattle were turned in there. At times there were a great many ducks and geese on this lake.

Our family had no guns but one of our neighbors had a gun so I got permission from my father to go and husk corn for three weeks to get the loan of this gun.

"When I found that the lake had no protection and I could not get within gun shot of the ducks I conceived this scheme. As my father had killed a two year old steer and hung his hide up to dry, I got my older brother to help me make use of this hide. I got in front where the front legs ought to be and he got behind under this skin and we marched to the lake.

"Amongst our cows we had a bull that we called Billy. He was a very gentle bull and usually we could ride him and do anything with him. As we were sneaking along to get to the lake, I having the gun stuck through the eye hole of the hide, it seems that Billy got excited about this strange animal and he made a lunge at it and landed us about ten feet in the lake. Of course the hide spread out and we got out from underneath but I had to swim clear across the lake to keep my brother from licking me for getting him in the scheme."

An Outside Opinion.

The Southern Lumberman says that "one of the most interesting organizations in this country is the Rotary Club" and comments upon the fact that the Lumber Industry of Saint Louis is represented in the Rotary Club of that city by two of its foremost lumbermen in the persons of Julius Seidel and Thomas E. Powe.



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the Rotary Club of
New York

THE ROTARY ROUND-TABLE

FOR THE DISCUSSION OF MATTERS OF GENERAL INTEREST

Shall the Name be Changed?

St. Louis, Mo., Oct. 11, 1912.

To the Editor:

Replying to your request for an expression of opinion as to changing the name of our organization, I wish to say that I think it is a good idea provided we can find the right name to change to. Almost everybody misunderstands our present name.

When we had the Convention in Chicago, we had a trip around the city in automobiles and the leading motor had in it a great big wheel decorated with ribbons and when we got back to the hotel somebody asked me if it was a convention of wagon manufacturers.

In a good many cases people think that it is an automobile club or has something to do with the automobile business. Then there are the fellows who think they are funny and refer to us as "having wheels."

However, there is no use of thinking of changing our name until we get another one that will take its place and I do not know where we are going to get that other word.

Yours very truly,

PERPLEXED.

Kansas City, Mo., Oct. 9, 1912.

To the Editor:

By all means let us follow out the suggestion that we should have a new name for our organization. We have changed our old ideas about Rotary Club being a place to get business—a booster's club and got it onto a higher ethical standard. It is now a club for scientizing acquaintance. Why not call it the Scientific Club?

Yours very truly,

PROGRESSIVE.

Chicago, Oct. 10, 1912.

To the Editor:

I am not in favor of changing the name of the Rotary Club. It is a good short and easily handled word. Can be developed into Rotarian, Rotarianism, Rotarily, Rotatingly, and can be used in songs very nicely. This word has given good service during the last eight years and it is very unwise in my opinion to think of making a change. Let well enough alone.

Let us all pull together, boost and shout and sing Rotary and not waste any time trying to think up a new word for the name.

I dare say that if it had been possible to have found a better name, Paul Harris would have discovered it or coined it.

Yours truly,

STAND-PATTER.

New York City, Oct. 15, 1912.

To the Editor:

Before changing the name of the Rotary Club, would it not be well to stop and consider the asset which we now have in the favorable recognition which has been given to this

name? "Rotary" as the name of a club is now known in every city of any size of the United States and in many of the cities of Great Britain and Ireland.

If we change the name, we would have to start all over again to make ourselves known to the general public. Besides this every club has printed matter and stationery, seals, emblems, etc., bearing the word "Rotary" and all this would have to be changed at a considerable expense. I for one vote no on the matter.

Yours respectfully,

CONSERVATIVE.

Why It Is the Rotary Club.

Seattle, Wash., Oct. 18, 1912.

To the Editor:

The apes in the forest travel in companies, the lower the intelligence of the ape the larger the company. As the brain capacity increases the gregarious instinct decreases and we find the mighty gorilla, nearest to the missing link yet discovered, going his solitary way, the lion, king though he may be, avoiding the haunts of the gorilla. The missing link, the ape-like creature into whom the divine spark first entered, was also probably a feared and solitary being. He killed his food and captured his fierce mate and raised his young in the tree tops and caves asking nothing of anyone. At some time stress of circumstances forced two of these families into the same cave and death was the prompt portion of the weaker male. At some later time two families of balanced strength were forced into contact and while the food getters nursed their unnecessary bruises old mother Necessity compelled the first reciprocity. Gradually thereafter the human learned again to find strength in numbers and education began. The cunning brain was enabled to work, protected by the mighty arm, and the slow ladder of progress was mastered round by round.

One day a man invented the steam engine, that mechanism by which mighty sledge hammer blows were turned into the smooth running wheel. And the mind of man began to work on the wheel plan, the symbol of omnipotence having neither beginning nor end. The ancient steel maker builded his furnace, made his few pounds of steel, forged it into the thing wanted and then began again. He knew nothing but reciprocity, which is doing a thing and then doing it again. The wheel idea working for centuries evolved the continuous process which is doing the thing as a whole all the time. Today you will find almost all the necessary operations, "continuous." We have today the water wheel, rotary, turning the generator, rotary, and performing a vast number of continuous, or rotary, operations. The early settlement was a strictly reciprocal affair. There was one, probably, of each trade and one patronized them from necessity. As competition grew reciprocity grew, you had to do business with the one from whom you

received business. Reciprocity is a steam pump; the piston goes forth and if steam is supplied it comes back, if the steam fails the pump stops. A motor or a multi-cylinder engine on the other hand has a "rotary" wheel which will carry it over momentary failures of impulse. The dream of the mechanic is a "rotary" engine, one in which the "wheel" derives its power with no intermediate "reciprocating" parts.

Rotary, then, is the exemplification in business of what the world has been working towards for all the ages in mechanics, is rightly named and its origin is one of those inspired accidents by which an essential truth follows an entirely unrelated reasoning.

Rotary is that system of relating detached endeavors by which my mite and your mite are applied to the one great engine. We, individually, are not "continuous," we stop and start and so do all the others but, when we apply our energies to the wheel, it receives this impulse and that and continues on its even way. In old times you said, "Why favor this man, he is out of my line and will never by any ordinary chance help me" and you "reciprocated" with those only who could be to your immediate advantage. In Rotary on the other hand you contribute your mite to all and any, knowing that from all these sources are being contributed the mites which are yours. Rotary is efficiency in its highest development as the rotary engine is believed to be the highest development of steam. The friction of the reciprocating parts is reduced to the minimum and the greatest amount possible of total energy is concentrated in the one spot needed.

Rotary is a good idea, and is a good name for a good idea and, before changing it is seriously considered, it will be well to have at least as many reasons for so doing as the writer has attempted to set forth in the foregoing.

CHAS. C. FINN,
Seattle Rotary Club.

BUSINESS PHILOSOPHY.

1. Business philosophy shows the way for business science to accumulate its system of classified knowledge for the conduct of business. It is well to remember that Herbert Spencer no doubt meant by his "Science of Society" what we mean by business philosophy or business science.

2. That business philosophy and business science are more pertinent and vital to man in his active life than any other philosophy or science.

3. That business philosophy teaches us to look upon business science as that covering the activities of man and everything that enters into production, distribution and consumption, which is life just as we live it every day.

4. That business philosophy calls out all that is good in all sciences and philosophies wherein they are of value to business and the work of man. Business philosophy and business science must be those that all other philosophers and scientists should try to improve so as to help the people improve.

5. We should all combine—teacher, student and worker—to first improve business, our work and our everyday activity. Then, to study

that which is not directly applicable to our everyday activity. It would mean a big uplift everywhere and in everything to improve business, to broaden out, make it "human" and less mechanical without impairing the high development. Get business away from just dollars, so we can "live in it," not just work at it each day.—Geo. F. Eberhard.

BASS THAT DIDN'T BITE.

Smith went fishing the other day. Unfortunately the fish were not biting and he caught nothing. On the way home he stopped at his office and calling a messenger boy he gave him some money and told him to get a dozen bass and take them up to the house.

When he got home late that evening his wife said: "Well, what luck?"

"Why, splendid luck, of course," he replied; "didn't that boy bring up the dozen bass I gave him?"

Mrs. Smith started. "Then she smiled. 'Well, yes, I guess he did,' she said. 'Here they are.'"

And she showed poor Smith a-dozen bottles of Bass Ale.—Washington Star.

A Money Making Monkey.

An Italian possessed a monkey which he worked through the summer months. When the cool days of the fall came his business fell off, and he discontinued his walks and his melodies. An Irishman of his acquaintance offered him ten cents a day for the privilege of keeping and feeding the little beast.

The bargain was made for a month. Great curiosity filled the mind of the Italian, and at last, unable to restrain himself, he went ostensibly to see his pet, but really to find what possible use Pat could make of a monkey. The Irishman was frank. "It is loike this," he said, "Oi put up a pole in me back yard, with the monk on the top. Tin or twelve thrains of cars loaded with coal go by every evenin'. There's thramps on every car. Every wan takes a heave at the monk. Divil a wan hit him, but Oi have siventeen tons of coal."

The Doctor Knows.

It would be difficult to exceed that remarkable confidence which the young English laborer showed in his family physician. He went to the register's office to record his father's death, and when the register asked the date of death, said: "Well, father ain't dead yet, but he will be dead before morning, and I thought it would save me another trip if you would put it down now."

"O, that won't do at all," said the register. "Why, your father may be much improved by morning."

"O, no, he won't," said the young laborer. "Our doctor says he won't, and he knows what he's giving father."

A Rotarian just naturally has to circulate and so does his money.

Official Directory

INTERNATIONAL ASSOCIATION OF ROTARY CLUBS

Headquarters.

911 First National Bank Bldg., Chicago.
U. S. A.

OFFICERS.

1912-1913.

President—Glenn C. Mead, 818 Real Estate Trust Bldg., Philadelphia, Pa., U. S. A.

Vice-Presidents—

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Robert H. Clark, John Hancock Bldg., Boston, Mass., U. S. A.

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Sergeant-at-Arms—Peter E. Powers, 1411 Michigan Ave., Chicago, Ill., U. S. A.

DIRECTORS.

Term Expires 1913.

A. P. Bigelow, 49 Great Sutton Street, E. C., London, England.

E. J. Filiatrault, c-o Mutual Auto Co., 313 West First Street, Duluth, Minn., U. S. A.

Glenn C. Mead, 818 Real Estate Trust Bldg., Philadelphia, Pa., U. S. A.

Lee B. Mettler, 1320 Main Street, Kansas City, Mo., U. S. A.

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H. L. Ruggles, 107 N. Market St., Chicago, Ill., U. S. A.

M. Louis Wooley, 444 Market St., San Francisco, Cal., U. S. A.

Term Expires 1914.

Eugene G. MacCan, 18 East 46th St., New York City, N. Y., U. S. A.

William G. Stearns, 301 Chamber of Commerce Bldg., Tacoma, Wash., U. S. A.

CHAIRMEN OF COMMITTEES. 1912-1913.

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AFFILIATED ROTARY CLUBS.

Each Rotary Club extends a cordial invitation to all visiting Rotarians to attend its meetings and to call upon its officers and members.

BALTIMORE (Md.).

President—ALBERT DIGGS, Agent General Fire Extinguisher Co., and Grinnell Automatic Sprinkler, 500 Continental Bldg. Telephone St. Paul 5656.

Vice-President—GEO. W. SCHNIBBE, Member of Firm of McCawley & Co., Overalls Mfrs., 111-113 E. Lombard Street, Phone St. Paul 5204.

Secretary—A. EUGENE BLAIR, Cashier New England Life Ins. Co., 500 Continental Bldg. Phone St. Paul 3153.

Meetings are held every Tuesday at 1 p. m. Cafe Room, Hotel Rennett, Liberty and Clay streets.

Club Headquarters Hotel Rennett, Liberty and Clay Streets. Telephone St. Paul 1800.

BOSTON (Mass.).

President—ROBERT H. CLARK, Supt. Boston Agency, John Hancock Mutual Life Ins. Co., 178 Devonshire Street. Phone Main 5081.

Vice-President—J. W. NEWTON, Mgr. Yawman & Erbe Mfg. Co. Office Filing Devices, 68 Franklin Street, Phone Main 4532.

Secretary—WM. J. SHOLAR, Prop. The Sholar Salesmanship Service, 178 Devonshire Street, Phone Ft. Hill 1715.

Club Headquarters 178 Devonshire Street, Room 213. Phone Ft. Hill 1715.

Luncheons Every Wednesday at 1 p. m. Boston City Club, Beacon Street. Monthly meetings held on second Monday of each month at 6:30 p. m. Hotel Nottingham.

BUFFALO (N. Y.).

President—THOMAS H. NOONAN, Attorney, 734 Ellicott Square. Phones, Fron. 420, Sen. 1211.

Vice-President—G. BARRETT RICH, JR., Gen. Mgr. and Asst. Sec'y, Federal Telegraph & Telephone Co., 332 Ellicott St. Phone, Frontier 3000.

Secretary—HERBERT L. HART, Mgr. for Western N. Y. American Surety Co., 703 White Bldg. Phone, Frontier 376-Bell, Seneca 376.

Meetings are held on every Thursday at 12:30 p. m. at Hotel Statler. Club headquarters at office of Secretary.

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 Vice-President—GEORGE LANDIS WILSON, Pres. F. Cortez Wilson & Co., 323 W. Lake St. Phone, Main 1523.
 Secretary—ALFRED A. PACKER, Ventilating Systems, 910 First Nat'l Bank Bldg. Phone, Rand. 008.
 Club Headquarters and Secretary's Office, 910 First Nat'l Bank Bldg. Phone Rand. 008. Club dinners 2nd and 4th Thursdays, 6:30 p. m., at various places. Luncheon every Tuesday, 12:30 to 1:30 p. m., at Hotel LaSalle (Madison and LaSalle Streets) in the German Grill.

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 First Vice-President—WM. T. JOHNSTON, Pres. The Wm. T. Johnston Co., Machinery & Supplies, 3rd & Vine Sts. Phone, Main 3232.
 Second Vice-President—JOHN H. DICKERSON, Mgr. The J. B. Moos Co., Cigars-Wholesale, 540 E. 5th Ave. Phone, Can. 4275.
 Secretary—CHAS. B. WILBERDING, Tailor, 200 Neave Bldg. Phone, Main 3922.
 Club Headquarters and Secretary's office, 200 Neave Bldg. Phone, Main 3922.
 Meetings held at Sinton Hotel, Assembly Room, every Thursday for noon-day luncheon at 12:30 p. m.

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President—J. J. WEMPLE, Secretary and Treasurer Ohio Sash & Door Co., 703-821 Canal Rd. Phones, Central 91; Main 1382.
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 Club Headquarters 1018 Prospect Avenue. Phones, Central 5768 W. and North 1180 L.
 Meetings held 2nd Monday of month at 6 p. m. at various places.

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 Vice-President—ROBERT B. ALLEN, Virginia Hotel.
 Secretary—HERBERT S. WARWICK, Ohio Union.
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 Vice-President—JACOB SCHRODT, Secretary & Mgr. Marvin-Schrodt Drug Co., Elm & Live Oak. Phone, Southwestern, Main 766; Automatic Main, 1766.
 Secretary—FRED E. JOHNSTON, Johnston Printing & Adv. Co., 1804 Jackson Street. Phone, Main 4430.

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 Vice-President—V. E. HAYWARD, Mgr. Davenport Ladder Co., 2911 McKinley Avenue. Telephone 432.
 Secretary—FRANK W. SKINNER, Mgr. Davenport Division of the Mitchell Advertising Agency, 41 First National Bank Bldg. Telephone 195.
 Club Headquarters at office of Secretary.
 Meetings, Monday of each week at 12 m. at the New Kimball.

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 Secretary—GEO. S. BLANCHARD, President Blanchard Structural Steel Co., 4th Street, Arcade Bldg. Phone Main 2439.

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 First Vice-President—CHAS. W. FRANKLIN, Attorney, Franklin & Tedrow, 834 Equitable Bldg. Phone Main 2027.
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 Club Headquarters at office of Secretary. Meetings held at Denver's leading hotels and clubs every Thursday.

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 Vice-President—HARLEY H. STIPP, Stipp & Perry, Attorneys, 1117 Equitable Bldg. Telephone Walnut 1751.
 Secretary—O. R. McDONALD, Mgr. Mitchell Advertising Agency, 322 Flynn Bldg. Phone Walnut 5905.
 Club Headquarters 322 Flynn Bldg. Phone Walnut 5905.
 Meetings held at Savery Hotel every other Thursday.

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 Club Headquarters maintained at office of Secretary. Luncheon every Wednesday at Hotel Griswold at 12:30, except 2nd Wednesday in month for dinner at 6 o'clock.
 HOTEL: Griswold, Grand River Ave. and Griswold St.

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 Club Headquarters at office of Secretary.
 Meetings held on 1st and 3rd Tuesdays of month at various places.

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 Meetings held 2nd Wednesday of each month at various hotels.

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 Club Headquarters at office of Secretary.
 Meetings every Monday noon at Lincoln Hotel.

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 Club Headquarters at office of Secretary.
 Meetings held twice a month—on the second Monday evening at dinner and on the fourth Friday noon at luncheon at various places.

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 Secretary—GEO. L. LANG, Cashier Geo. H. Lane, Security Bk. Bldg. Telephones, N. W. Main 774; T. S. Annex 774.

Club Headquarters at 208 Plymouth Bldg.
 Meetings held every Friday at 12:30 p. m. at Hotel Radisson.

HOTEL: Radisson, 7th St. near Nicollet Ave., European Plan. New and Fireproof throughout.

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President—W. W. VAN METER, Builder, Contractors' and Dealers' Exchange. Phone, Main 2670.
 Vice-President—DR. J. F. OECHSNER, Physician, 621 Macheca Bldg.
 Secretary—WM. J. BOVARD, Insurance, 902 Heanen Bldg. Phone, Main 633.
 Club Headquarters at 902 Heanen Bldg. Meetings held 2nd Tuesday of month at 6 p. m. for dinner and 4th Tuesday at 8 p. m. at the office or establishment of one of its members.

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President—V. CLEMENT JENKINS, President Jenkins Linen Co., Fifth Ave. Bldg., 200 Fifth Ave. Phone, Stuyvesant 534.
 Vice-President—JAMES D. KENYON, Vice-President The Sheldon School, 200 Fifth Ave. Phone, Gramercy 3175.
 Secretary—EUGENE G. MacCAN, Prop. "Butler" Florist, 18 East 46th St. Phone, 5370 Bryant.
 Luncheon on Tuesday of each week at Machinery Club, 50 Church Street.
 Luncheon on Thursday of each week at Hof Brau Haus, 30th St. and Broadway.

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President—ROBERT ROBERTSON, Partner Cape Ann Bakery, 575 Twelfth St. Phones, Oakland 128; Home A-1280.
 Vice-President—D. E. PERKINS, Sales Mgr. Burroughs Adding Machine, 460 Thirteenth St. Phones, Oak 7525; Home A-5485.
 Secretary—D. L. ARONSON, Mgr. Cahn, Nickelsburg & Co., Shoe Mfg., 1126 Brush St. Phone, Oakland 8455.
 Club Office, 414 Security Bank Bldg. Phone, Oakland 7651. Meetings every Thursday at 12:30 at The Forum Cafe.

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 Vice-President—C. M. PRITCHARD, Contracting Engineer, Kansas City Structural Steel Co., 1218 State National Bk. Bldg. Phone, Walnut 4083.
 Secretary—EUGENE WHITTINGTON, Member Firm Whittington & Steddom, Ins. Agency, 400-6 Insurance Bldg. Phone, Walnut 3805.
 Meetings held on Tuesday of each week, 12:15 p. m. at the Skirvin Hotel.
 Club Headquarters are the Secretary's office.

OMAHA (Neb.).

President—DANIEL BAUM, Jr. Mgr. Baum Iron Co., 1215-23 Howard St. Phone, Douglas 131.
 Vice-President—TOM S. KELLY, Gen. Agt. Life Dept. Traveler's Ins. Co. of Hartford, 1331 City National Bank Bldg. Telephone, Douglas 861.
 Secretary—GEORGE J. DUNCAN, Bee Publishing Co., Bee Bldg., 17th and Farnam Streets. Telephone, Tyler 1000.
 Meetings are held at noon in the Rathskeller of the Henshaw Hotel each Wednesday noon except the last Wednesday of the month when the meeting is at 6 p. m., same location.

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President—E. J. BERLET, Maxwell & Berlet, Jewelers, S. E. Cor. 10th & Walnut Sts. Phone, Bell, Locust 2000.
 Vice-President—H. B. HATCH, Royal Electrotape Co., 620 Sansom St. Phone, Bell, Walnut 1731.

Secretary—CHARLES A. TYLER, Mgr. Bartlett Tours Co., Tourist Agents, 200 South 13th St. Phone, Bell, Walnut 2401.

Regular luncheons at the Bingham Hotel on Wednesdays, 12:30 to 1:30 p. m. Club headquarters, 200 South 13th St.

Regular monthly dinners at Kugler's, 1412 Chestnut Street on the third Tuesday of each month at 6:30 p. m.

PITTSBURGH (Penna.).

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First Vice-President—THOS. H. SHEPPARD, Arbuthnot-Stephenson & Co., 801 Penn Ave. Phone, Grant 534.

Second Vice-President—DAVID C. FARRAR, Pres. The Farrar Adv. Co., Diamond Bk. Bldg. Phone, Court 867.

Secretary—JAS. H. CONLON, Yawman & Erbe, Office Filing Devices, 723 Liberty Ave. Phone, Grant 2554. Club luncheons held every Wednesday at Fort Pitt Hotel.

PORTLAND (Ore.).

President—F. C. RIGGS, Branch Mgr., Packard Motor Car Co., 23rd and Washington Streets. Phone, Main 4542.

Vice-President—C. V. COOPER, Mgr. Castilhoa Rubber Co., 813 Chamber of Commerce. Phone, Main 4809.

Secretary—J. L. WRIGHT, President & General Mgr. Portland Printing House Co., 388 Taylor St. Phone Main 6201 A228L.

City Office Room 2, Commercial Club Bldg., W. L. Whiting Assistant Secretary.

Weekly luncheons held every Tuesday at 12:30 p. m. Commercial Club.

HOTEL: New Perkins, 5th and Washington Sts.

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President—J. B. LEEMAN, Manager Browning, King & Co., Men's and Boys' Clothing, Furnishing, Etc., 212 Westminster St. Phone, U-1285.

Vice-President—E. R. DAVENPORT, Sales Mgr. Narragansett Electric Light Co., 170 Westminster St. Phone, U-741.

Secretary—E. L. MORRIS, Prop. E. L. Morris & Co., Office Furniture, 48 Weybosset St. Phone, U-1214. Daily and Wednesday luncheons at Perkins' Restaurant.

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First Vice-President—H. A. BLACK, Physician & Surgeon, 1 Pope Block. Main 331.

Second Vice-President—W. F. RABER, Gen. Mgr. Arkansas Valley Ry., Lt., & Power Co. 102 Victoria Av. Secretary—B. F. SCRIBNER, Pres. Franklin Press Co., 112-114 W. 3rd St. Phone, Main 95.

Club Headquarters at office of Secretary.

Weekly meetings every Monday at 12:15 p. m. Monthly meetings third Tuesday in each month, at 7 p. m. at the Vail or Congress Hotels.

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President—JAMES E. KELSO, Pres. Kelso Laundry Co., 497-499 State St. Phone 890.

Vice-President—EDMUND L. ALLING, Partner-Prop. Gillis Baird Motor Car Co., 96 Clinton Ave., South. Phone, 1912.

Secretary—SETH C. CARPENTER, Agt. Travelers' Insurance Co., 508-521 Granite Bldg. Phone, 1652. Club luncheons every Tuesday, 12:30 to 1:30 p. m., at Hotel Rochester.

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First Vice-President—GEO. A. STEINER, Gen. Mgr. American Linen & Towel Supply Co., Linen & Towel Furnishers, 35 E. 6th S. Phone, Exchange 241.

Second Vice-President—F. S. MURPHY, Pres. F. S. Murphy & Co. Wholesale Lumber Dealers, 501 Boyd Bk. Bldg. Phone, Exchange 9.

Secretary—SAMUEL R. NEEL, Samuel R. Neel & Co. Mining Stock Brokers, 1004 Newhouse Bldg. Phone, Wasatch 904.

Meetings held 1st Tuesday of month. Club luncheons every Tuesday of month except first Tuesday at the Hotel Utah.

SAN DIEGO (Calif.).

President—CARL H. HEILBRON, Pres. Southern Elec. Company, Electric Wiring & Fixtures, 3rd & "E" Sts. Phones, Home 1277; Sunset, Main 277.

Vice-President—ROSCOE E. HAZARD, President Harard Gould Hardware Co., 6th & "H" Sts. Phone, Home 2448; Sunset, Main 2447.

Secretary—FRANKLIN M. BELL, 518 Union Bldg. Club Headquarters at office of Secretary. Meetings are held at Rudders' Grill every Thursday at 12:10.

SAN FRANCISCO (Calif.).

President—M. LOUIS WOOLEY, Pacific Coast Mgr. Peet Brothers Mfg. Co. of Kansas City, Soap, 444 Market St. Phone, Kearny 2200.

Vice-President—CHAS. M. ELLIOT, Pres. Seymour & Elliot, Lumber, 142 Townsend St. Phone, Kearny 2353; J 2773.

Secretary—R. R. ROGERS, Pres. R. R. Rogers Chemical Co., Mgrs. Specialties for Physicians and Druggists, 527 Commercial St. Phones, Kearney 150; C, 1505.

Club Headquarters at 803 Humboldt Bank Bldg. Weekly luncheons from 12:30 to 1:30 p. m., Techau Tavern, Powell & Eddy Sts. Phone, Douglas 1362.

ST. JOSEPH (Mo.).

President—W. P. TRACY, Secretary and Treasurer, American Printing Co., 8th and Charles Streets. Phone Bell 577.

Vice-President—CLAUDE MADISON, Mgr. St. Joseph Coal Co., 302 S. Fifth St. Phone, Bell 520.

Secretary—W. S. ALDRICH, Partner of the Firm, Eckel & Aldrich, Architects, 1105 Corby-Forsee Bldg. Phone, Bell 62.

Meetings of the club are held on the 1st and 3rd Tuesdays of every month at Robidoux Hotel.

SAINT LOUIS (Mo.).

President—A. R. STAFFORD, Vice-President Monarch Laundry Co., 2719 Franklin Ave. Phones, Bell, Bomont 1007; Kinlock, Central 357.

First Vice-President—J. O. CHENOWETH, President J. O. Chenoweth Dyeing & Cleaning Co., Cleaning & Dyeing, 1416 Washington Ave. Phones, Main 528-29-30; Central 1540-41.

Second Vice-President—W. N. CHANDLER, Secretary and Treasurer Cleaner Mfg. Co., 2842 Olive St. Phones Bomont 42; Central 4636.

Secretary—A. D. GRANT, Pres. Grant-Orvis Brokerage Co., 411 Olive St. Phone, Main 1751.

Club Headquarters 411 Olive St. Phone, Bell, Main 1751. Club luncheons every Thursday at 12:30, except 1st Thursday of month, at 6:30 p. m. at various hotels and cafes.

ST. PAUL (Minn.).

President—WM. H. OPPENHEIMER, Lawyer, 1415 Pioneer Bldg. Phone, Cedar 822.

Vice-President—CLARENCE C. GRAY, Hay and Grain Commission, 116 East Third St. Phones, Cedar 1590; Tri-State 752.

Secretary—J. W. G. CURTISS, Mgr. Theis Special Agency, Country Newspaper Advertising, 202 Dispatch Bldg. Phone, Cedar 5102.

Club Headquarters at Secretary's office. Meetings usually held on Tuesday at various clubs and hotels.

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President—E. G. SHORROCK, Pres. E. G. Shorrock & Co., Accountant, Central Bldg. Phones, Main 2061; Ind. L 3177.

Vice-President—G. K. Betts, Cashier, American Sav. Bank & Trust Co., 928 2nd Ave. Phone, 3496.

Secretary—L. F. ALLEN, 237 Rainier-Grand Hotel. Club Headquarters at office of Secretary. Meetings held at the Rathskeller every Wednesday at 12:30 p. m.

SPOKANE (Wash.).

President—A. F. ROGERS, Paper, Havermale St. Phone, Main 3796.
 First Vice-President—LAWRENCE JACK, Lawyer, 610 Hyde Bldg. Phone, Main 3008.
 Second Vice-President—A. A. KRAFT, Harness & Saddlery, 517 Washington St. Phone, Main 512.
 Secretary—CHESTER WYNN, 425 Eagle Bldg. Phone, Main 107.
 Meetings held every Thursday at 12:15 p. m.

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President—CLARENCE HARTLEY, Firm Hanitch & Hartley, Lawyers, First National Bk. Bldg. Phone Ogden 114D.
 Vice-President—GEORGE YALE, Treas. Yale Laundry Co., Residence 1415 Ogden Ave. Phone, Ogden 215.
 Secretary—J. C. CROWLEY, Mgr. People's Telephone Co., Residence 1116 Twelfth St. Phone Ogden 901.
 Club Headquarters Hotel Superior, Phone Ogden 224.
 Meetings held at the Hotel Superior and business places of the various members.

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 Vice-President—THOS. K. SMITH, Attorney-at-Law, 58 Weiting Bk. Phones, 3429-J. 2614-W.
 Secretary—CHAS. H. HOWE, H. J. Howe Jewelry Store, Jeweler, 201 S. Salina St. Phones 2040. 4834-J.
 Meetings each Friday at 12:15 p. m., excepting one Friday each month, which is an evening meeting with some special entertainment at Vanderbuilt Hotel.

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 Vice-President—JOHN C. STANTON, Gen. Agt. United States Fidelity & Guaranty Co. Surety Bonds & Casualty Ins., Savage-Scofield Bldg. Phone, M911.
 Secretary—WM. G. STEARNS, President Stearns Bldg. & Investment Co., Real Estate, 301-2 Chamber of Commerce Bldg. Phone, Main 543.
 Club Headquarters at office of Secretary. Regular weekly luncheon at Tacoma Hotel every Thursday at 12:30 p. m.

TOLEDO (Ohio).

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 First Vice-President—GEO. E. HARDY, Pres. and Mgr. Hardy Paint & Varnish Co., Oakwood & Hoag. Phone, Home 6X28.
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 Secretary—HERBERT H. STALKER, Secretary The Miller Adv. Co., 534 Nasby Bldg. Phone Home 7446.
 Club Headquarters 534 Nasby Bldg. Phone, Home 7446; Bell 2590.
 Meetings held from 12:15 to 1:15 on Friday in a special room at Toledo Commerce Club. Monthly meetings held on the third Tuesday of the month at such places as may be arranged for.

WASHINGTON (D. C.).

President—JOHN DOLPH, Supt. Metropolitan Life Ins. Co., 816 Munsey Bldg. Phone, Main 3271.
 Vice-President—JOSEPH M. STODDARD, member of Firm Cook & Stoddard Co. Automobiles, 1138 Conn. Ave. Phone, North 7810.
 Secretary—F. W. MACKENZIE, Mgr. Tolman Laundry, Laundry, 409 C. Street, N. W. Phone, Main 2590.
 Luncheons held at the Ebbitt House, 14th and F Sts. N. W., every two weeks. Phone, Main 5035.

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 Vice-President—M. E. GARRISON, Pres. Hauser-Garrison Dry Goods Co., 117 E. Douglas. Phone, Market 1440.

Secretary—GEORGE H. PUTNAM, Mgr. Hart-Paar Co., 316 South Wichita. Phone, Market 215.
 Meetings of Club held every Monday of month except months of July and August, at the Kansas Club at 6:30 p. m., and luncheons at either Hamilton Hotel or the M. W. C. A. at 12:30 p. m.

WORCESTER (Mass.).

President—R. N. WHITNEY, Treas. B. F. Marsh Co. Building Materials, 22 Gardner St. Telephone 905.
 Vice-President—EDW. B. MOOR, Partner Bonney & Moor, Brokers, 340 Main Street, Telephone 5570.
 Secretary—C. H. STODDARD, Pres. C. H. Stoddard Rubber Tire Works, Auto Tires, 120 Commercial St. Telephone, 5382.
 Meetings held at the Putnam & Thurston restaurant, 381 Main Street.

WINNIPEG (Man.).

President—W. J. CLUBB, Cigars and Tobacco, 224 Portage Ave. Phone, Main 2810.
 Vice-President—L. J. RUMFORD, Vice-Pres. & Managing Director of Rumford Sanitary Laundry Co., Ltd., Corner Wellington and Home. Phone, Garry 400.
 Secretary—C. J. CAMPBELL, Winnipeg Mgr. for Southern Limited, Tags, Tickets and Labels, 377 Portage Ave. Phone, Main 1814.
 Club Headquarters at office of Secretary-Treasurer, 377 Portage Ave. Phone, Main 1814.
 Weekly luncheons held every Tuesday at 12:30 at the Industrial Bureau, Cor. Main & Water Sts. Regular monthly meetings are held at the same place on the second Wednesday of each month at eight o'clock p. m.

ROTARY CLUBS IN THE UNITED STATES AND CANADA NOT YET AFFILIATED IN THE ASSOCIATION.

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SAN ANTONIO (Tex.).

Secretary—A. L. Chilton, Care Guarantee Shoe Co.

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IF

If you can keep your head when all about you
Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
But make allowance for their doubting, too;
If you can wait and not be tired by waiting,
Or being lied about don't deal in lies;
Or being hated don't give way to hating,
And yet don't look too good, nor talk too wise;

If you can dream—and not make dreams your master;
If you can think—and not make thoughts your aim,
If you can meet with Triumph and Disaster
And treat those two imposters just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stop and build 'em up with worn-out tools;

If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings
And never breathe a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the will which says to them, "Hold on!"

If you can talk with crowds and keep your virtue,
Or walk with kings—nor lose the common touch;
If neither foes nor loving friends can hurt you;
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the earth and everything that's in it
And—which is more—You'll be a Man, my son.

—Rudyard Kipling.